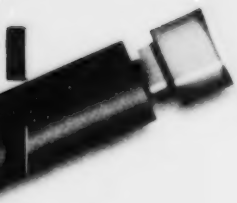
Manitoba Addiction Awareness Week

Community Consult: Evaluating Addictions Posters



Leading the Way to an Addiction Free Society

Manitoba Addiction Awareness Week

Community Consult: Evaluating Addictions Posters

December, 1999

Gerry S. Kaplan

The Awareness & Information Unit Of
The Addictions Foundation Of Manitoba

100-05406/

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- **Capt. Marc St.Pierre**, who hosted the Consult on behalf of **CFB Shilo**

In addition, the author acknowledges

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Both Morag & Pat were involved in the design & refinement of the Consult Questionnaire.

The author acknowledges the organizations whose posters were evaluated through this consult. These posters are frequently requested through the AFM's Library.

Finally, the author acknowledges the time, interest & enthusiasm of the **47 individuals** who took part in the Poster Evaluation. It goes without saying that this report would not have been possible without their participation.

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SELECTED FREQUENCIES

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THE POSTER EVALUATION QUESTIONNAIRE

I) INTRODUCTION:

The Addictions Foundation of Manitoba's Library fills hundreds of requests for addictions-related posters annually. Some of these posters are designed and produced by the AFM, while others are produced by addictions agencies or allied organizations, across Canada and the United States. To this point no evaluation regarding the consumer appeal and perceived effectiveness of these posters has been undertaken. This report seeks to address this gap.

The AFM is one of the sponsors of a week-long event called ***Manitoba Addictions Awareness Week.*** One of the ongoing activities associated with planning for this week is a community consultation. This took place on September 10th and 11th, 1999. Over 50 representatives from 18 community organizations participated in the consultation. Of these 47 participated in the poster evaluation. Represented organizations included:

- **A.D.A.P.T.**
- **AFM - Western Region Advisory Board**
- **Altona Elks Lodge**
- **Berens River First Nation**
- **Brandon Addictions Awareness Week Committee**
- **Broken Head First Nation**
- **Canadian Forces Base**
- **Dakota Ojibway Tribal Committee Council**
- **Garden Valley Collegiate (Winkler)**
- **Interlake School Division**
- **Lake Manitoba First Nation (NNADAP)**
- **MADD (Mothers Against Drunk Driving)**
- **Morden High On Life**
- **Snow Lake Family Resource Centre**
- **Southwest Manitoba Metis Federation**
- **St. James Collegiate (TADD-Teens Against Drunk Driving)**
- **Warren Collegiate**
- **Whitemouth School**

II) METHODOLOGY:

The Poster Evaluation was conducted as part of a group process with members of the ***Community Consult***. The stated purpose of this process was to have a cross-section of information-consumers rate various aspects of addictions-related posters. This information would assist the AFM and MAAW, by ensuring that the development of future promotional resources would be as effective as possible. The study results could

also be used strategically distribute existing poster resources by identifying appropriate target audiences. The evaluation methodology also served as a model for a visual literacy poster activity that could be used in other sectors, such as schools or by community-based groups.

The first poster was evaluated by the group as a whole, in order to ensure that all participants were consistent in the process they used to evaluate subsequent posters. This also included a detailed review of the evaluation questionnaire,[1] and a debriefing of participants to answer any outstanding questions. The actual evaluation process was undertaken on an individual basis. In order to minimize the potential for group bias, participants were instructed not to confer with one another while involved in this activity.

Participants were provided with a questionnaire to rate all 15 posters. Poster number 1 had already been completed as part of the evaluation orientation, leaving 14 posters to be rated. Each poster was displayed and numbered. Participants were randomly divided into 14 groups of 3-4 members each. Each group began at a different poster and as they completed their ratings rotated to the next poster in numerical order. Once this process was complete, the questionnaires were returned to the facilitators. The forms were then submitted to the AFM's Research Unit for analysis.

III) POSTER SELECTION:

The 15 posters included in this evaluation were among the most frequently requested poster order filled by AFM Library Services. They represent a cross-section of themes: Fetal Alcohol Syndrome (FAS); smoking addictions; alternatives to chemicals; losses associated with compulsive gambling; impaired driving; spirituality; and positive role models. The posters, and their sponsoring organizations, include:

- ***Ready To Call It Quits*** (Health Canada, Lung Association, VIA Rail)
- ***Make The Connection*** (AFM)
- ***Life! Get High On It*** (Manitoba Addiction Awareness Week Committee, AFM)
- ***The Climbing Wall Of Life*** (AADAC)
- ***All You Need Is You*** (Health Canada)
- ***Half The Cash Twice The Attitude*** (AFM)
- ***It Costs Most Problem Gamblers...*** (AFM)
- ***Don't Drink And Ride*** (U.S. Safe Riders)
- ***Don't Cross The Line*** (French Version) (Province of Manitoba)
- ***An Inner Voice*** (U.S. DHHS)
- ***A Healthy Mix*** (AFM)
- ***Listen To The Inner Voice*** (Governments of Manitoba, Saskatchewan and Alberta, and the Saskatchewan Institute on Prevention of Handicaps);
- ***The Sacred Fire*** (NNADAP)
- ***We Are All Role Models!*** (Health Canada)
- ***Healing*** (Native Role Model Series)

[1] A copy of the questionnaire is included as an appendix to this report.

IV) AREAS OF ANALYSIS:

There were three areas of analysis subsumed through this process. These included: **Visual Impact & Clarity of Message**; **Target Audience;** and evaluating **Poster Design Elements**.

4.1) Visual Impact & Clarity Of Message:

Four questions were used to evaluate this area of analysis regarding each poster:

- Would you give the poster a second look?
- At first glance, is this poster's message very clear?
- If the message was not very clear (on first glance) is it clearer after reading the poster?
- Is this poster interesting enough to make you want to read it?

4.2) Target Audiences:

This area of analysis asked participants to identify each poster's target audience This included an analysis by ***gender***, through which participants were asked whether they felt each poster was aimed "mostly at males," "mostly at females," or at "both equally."

They were also asked which ***age groups*** they felt each poster targeted. In this case, six age groups were defined:

Under 10 years;	**14 to 17 years;**	**25 to 55 years; and**
10 to 13 years;	**18 to 24 years;**	**56 years or older.**

Participants were asked to indicate all age groups that applied regarding each poster (i.e. **multiple responses** were allowed).

4.3) Poster Design Elements:

Poster elements included five design aspects regarding each poster. These included:

• Colour • Image • The Large Text • The Small Text • Composition

Each of these elements had a corresponding four point Likert Scale. Possible responses included 'Very Good' (which was rated as '4'); 'Good' (3); 'Only Fair' (2); and 'Poor' (1). In the report itself, these data are represented by the **average responses** derived for each question, ranging from a score of 1 to 4. The actual **frequencies** for each item and poster are included as an appendix to this report.

While the participants who rated the elements of each poster were not necessarily design experts, they were typical consumers of addictions-related prevention and/or education messages. Their opinions with regard to each poster's design elements could therefore impact on the effectiveness of each poster as a means of communication.

4.4) Other Areas Of Analysis:

There were two additional areas of analysis covered by this study. The first involved **poster sponsorship**, and whether it was clear to participants which organization(s) had sponsored each.

The second area involved a **global evaluation** of each poster. This last area was approached in two ways.

i) Participants were asked to provide an overall rating of each poster, as a single question, using the same four-point Likert Scale referred to above.

ii) In addition, responses to each of the evaluative questions included in this study were computed to a single score. This included the four questions on visual impact and clarity, the five questions evaluating poster design elements, and each poster's overall ratings. This resulted in a 22-point scale, with possible scores ranging from a low of 6 to a high of 28. Higher scores are indicative of more positive global evaluations.

V) THE REPORT FORMAT:

This report provides the primary findings of the evaluation, with no additional interpretation.

- The first component of this report includes a brief profile of the study participants regarding their gender, ages and affiliations

- The second component provides data for each poster, as described above.

- The third component provides an overall rating of each poster, developed through the data computation process (i.e. the 22 point scale).

There are also two ***appendices*** to this report. The first provides selected frequencies regarding participants' evaluations of each poster's design elements, while the second includes a copy of the study questionnaire.

VI) A BRIEF PROFILE OF THE STUDY PARTICIPANTS:

6.1) By Gender:

Most of the people participating in this process were female (70.7%) and males representing the remaining 29.3% (Figure 'A').

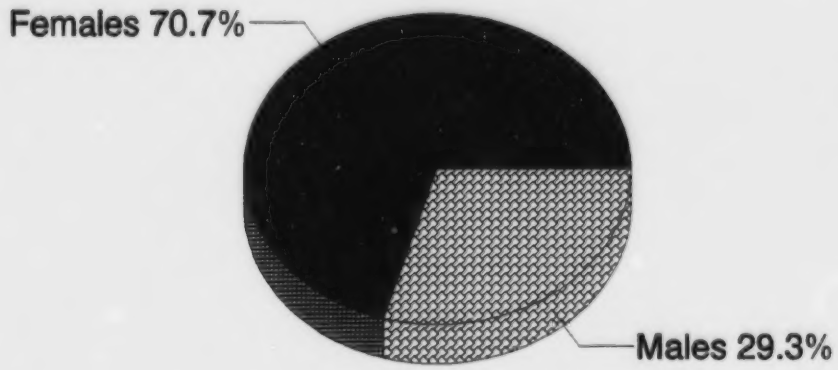
6.2) By Age:

In addition, the largest percentage of participants were under 18 years of age (41.5%), followed distantly by those from 35 to 50 years of age (24.4%) (Figure 'B'). Of the remainder, they were either 25 to 34 years old (14.6%), 51 years or older (12.2%), or 18 to 24 years of age (7.3%).

6.3) By Gender & Age:

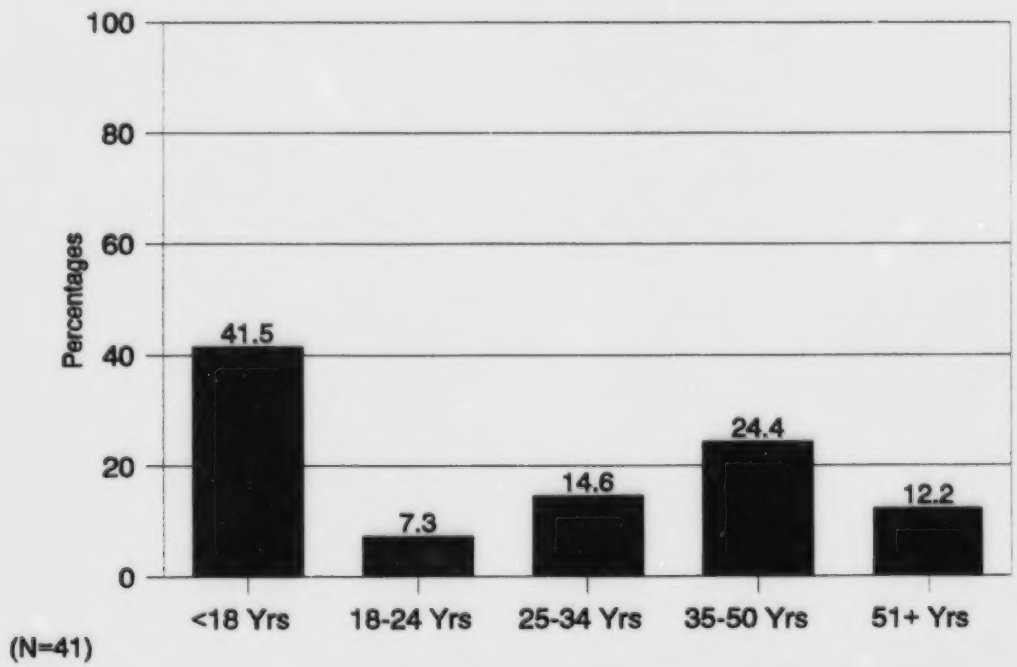
When participants' ages and gender are analyzed, there were variations. While females were fairly evenly distributed across three of the five age categories. About

Figure 'A' Poster Raters By Gender



(N=41)

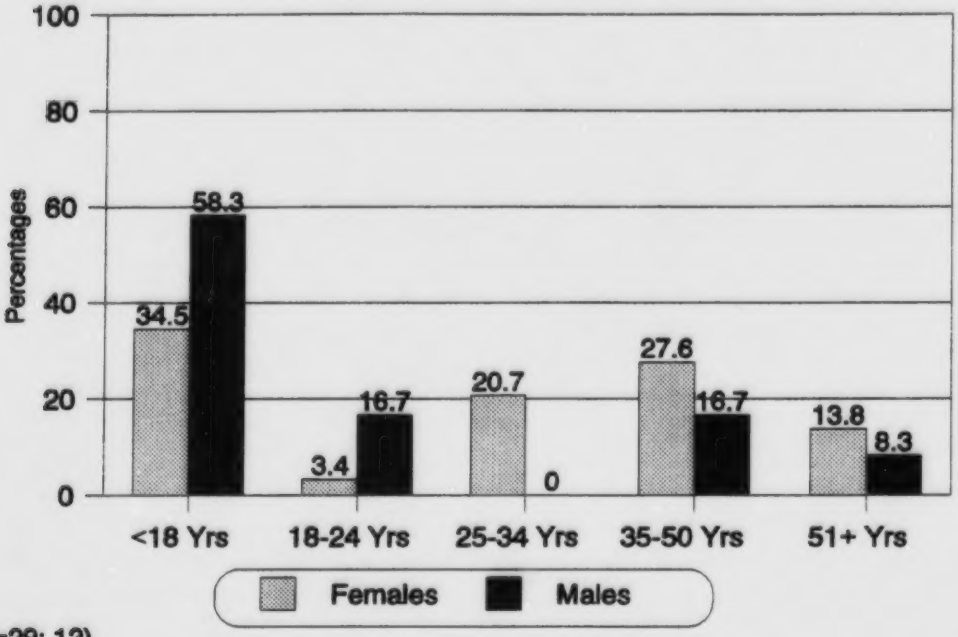
Figure 'B' Poster Raters By Age



(N=41)

one-third were under 18 years of age; 27.6% were 35 to 50 years of age; 20.7% were 25 to 34 years of age; and 13.8% 51 years or older (Figure 'C'). Males, on the other hand, present a different age profile, with 58.3% being under 18 years.

Figure 'C' Poster Raters By Age & Gender



(N=29; 12)

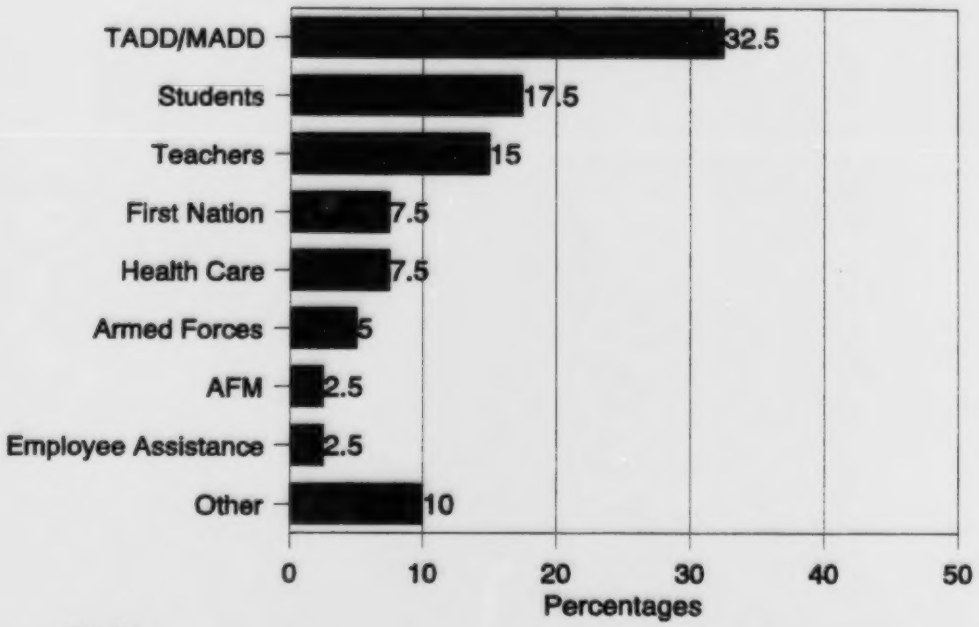
6.4) By Affiliation:

The largest percentage of participants (32.5%) attended the Community Consult under the auspices of either MADD (Mothers Against Drunk Driving) or one of the TADD groups (Teens Against Drunk Driving) (Figure 'D'). These were followed by students (17.5%) and teachers (15.0%). By combining educators, students and TADD representatives it is clear that the majority of participants were somehow affiliated with the education system. Other participants included those representing First Nation communities (7.5%); the Health Care system (7.5%); or the armed forces (5.0%).

VI) ABOUT THE QUALITY OF THE POSTER IMAGES:

In order to be at all useful, a report evaluating posters requires the visual images of the posters being rated. To include a copy of the actual posters, an outside company was engaged to digitize these images onto video tape and capture each as a jpeg file. These were then imported into the current report. Unfortunately, given the fact that these are colour posters, many of which had low contrast, some of the images did not translate well into monochrome print format. The AFM apologizes for the relatively poor quality of some of these images.

Figure 'D' Poster Raters By Affiliation



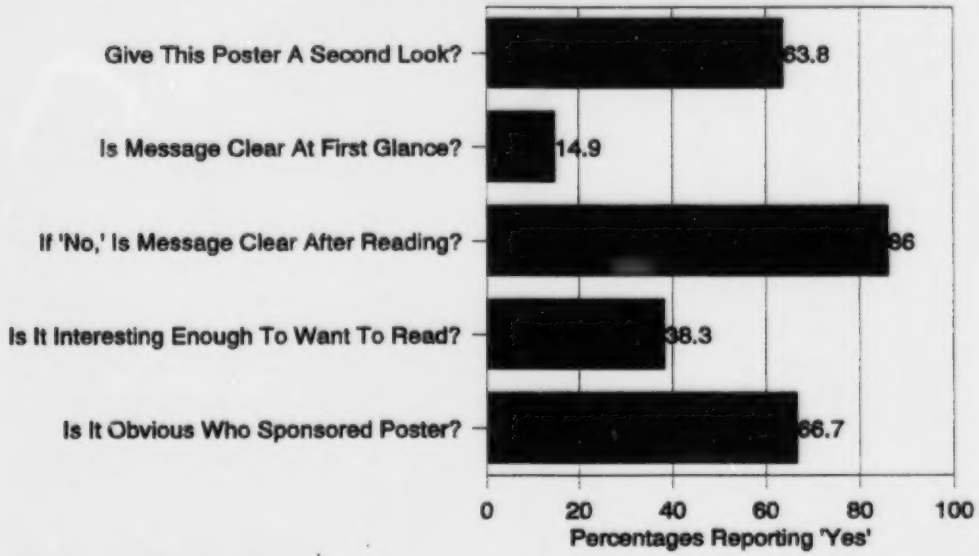
(N=40)

AN EVALUATION OF FIFTEEN ADDICTIONS-RELATED POSTERS

READY TO CALL IT QUITS? 1-800-360-TEEN

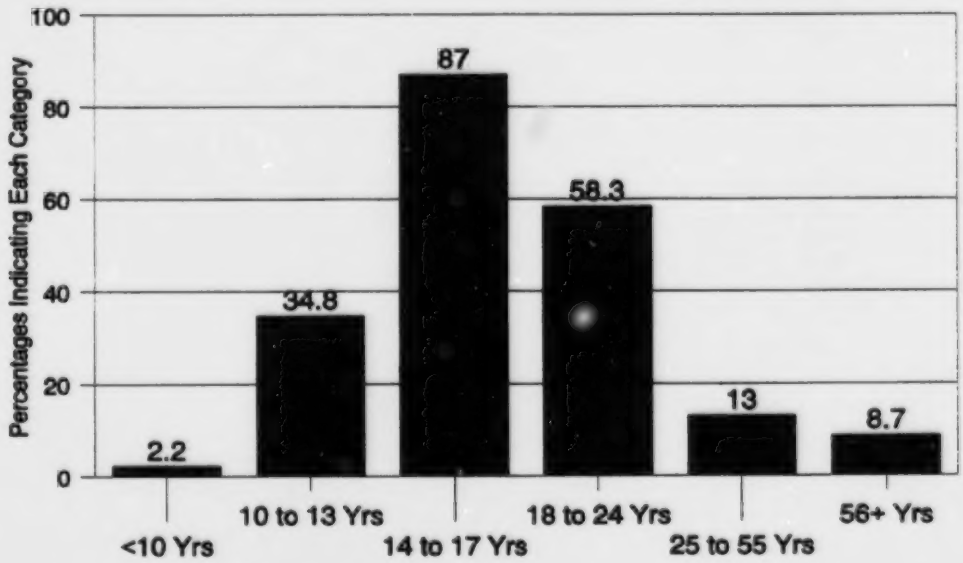
TU VEUX ARRÊTER? DÉCROCHE! 1800 455-FINI

Figure 1-1) Poster Clarity & Interest
"Ready To Call It Quits?" (MB Lung Assoc.)



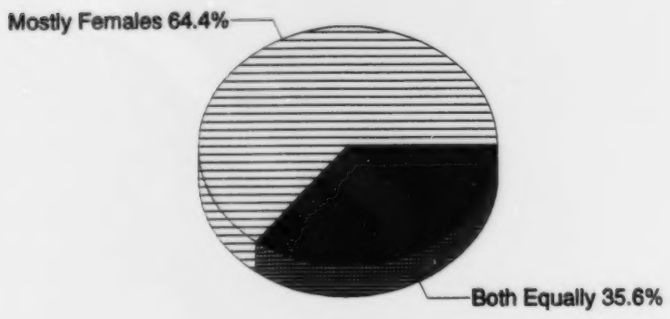
(N=47, 47, 43, 47, 45)

Figure 1-2) Who Is Poster Aimed At: By Age
"Ready To Call It Quits?" (MB Lung Assoc.)



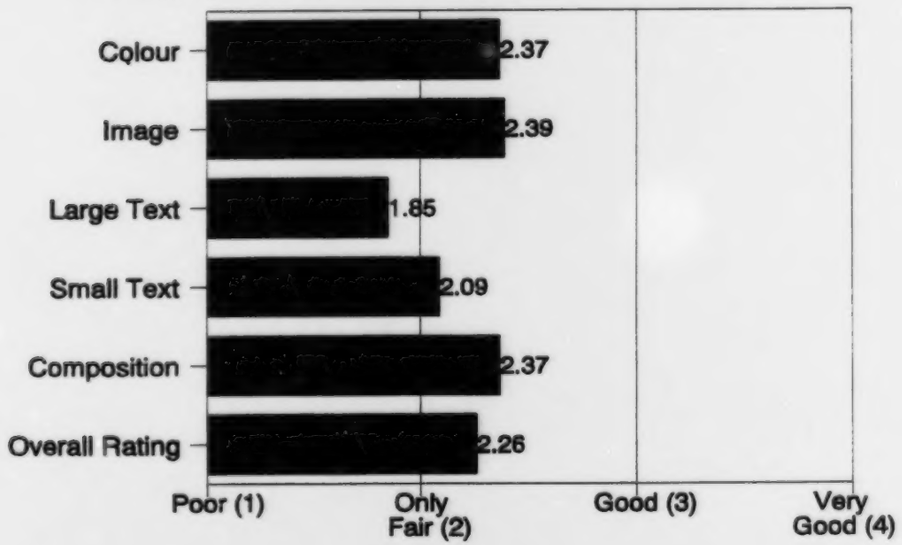
(N=46; Multiple Responses Are Allowed.)

Figure 1-3) Who Is Poster Aimed At: By Gender
"Ready To Call It Quits" (Lung Association)



(N=45)

Figure 1-4) Evaluating Poster Attributes
"Ready To Call It Quits?" (MB Lung Assoc.)



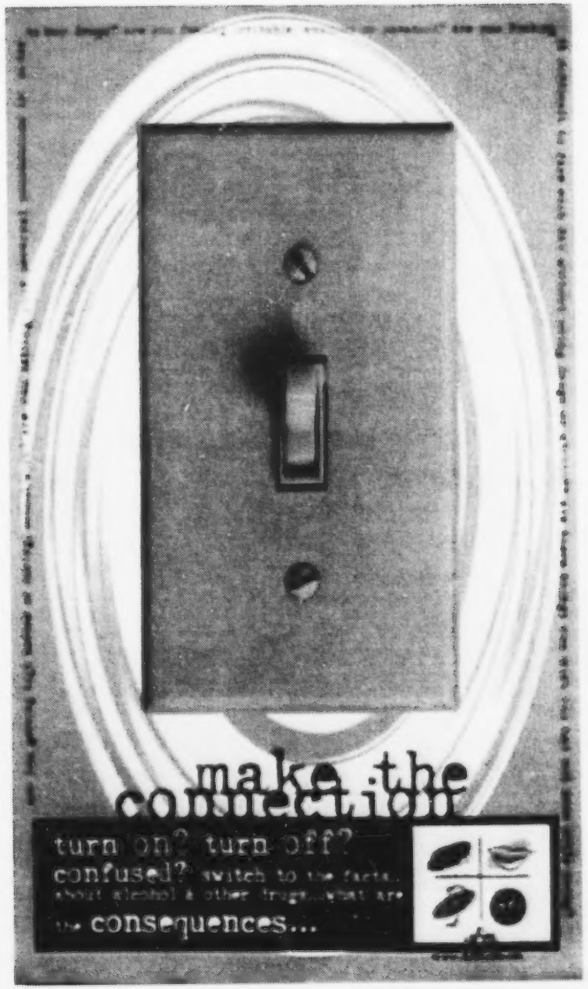
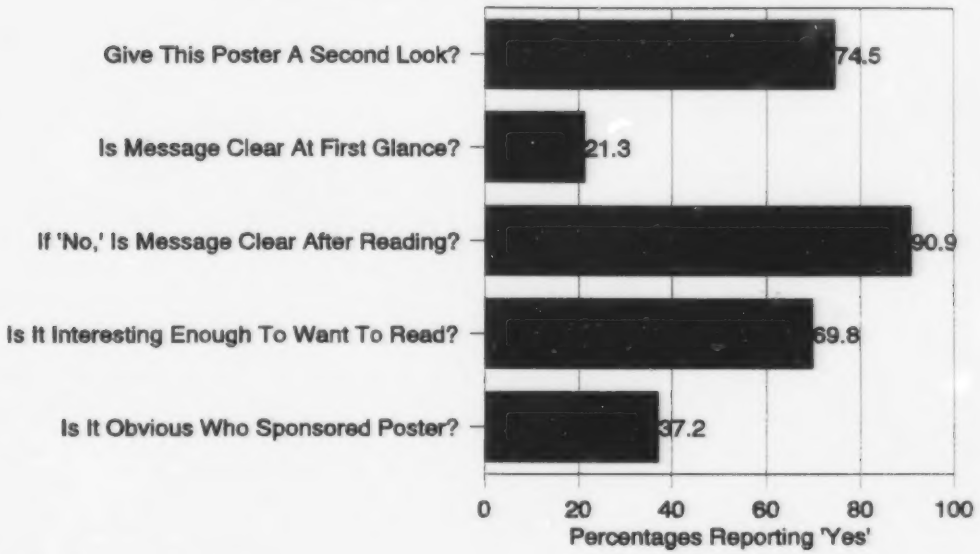
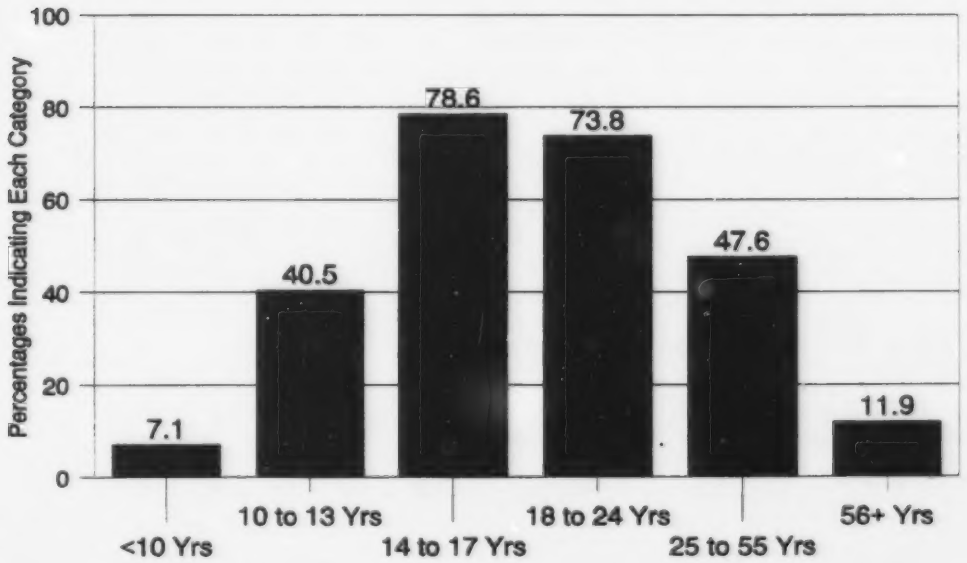


Figure 2-1) Poster Clarity & Interest
"Make The Connection" (AFM)



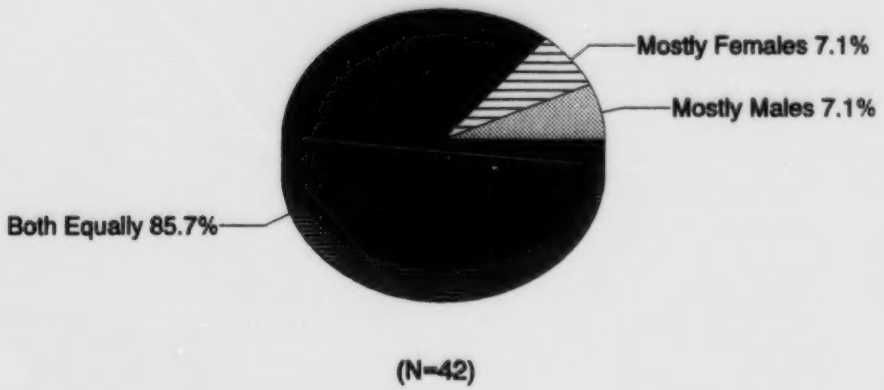
(N=43, 43, 33, 43, 43)

Figure 2-2) Who Is Poster Aimed At: By Age
"Make The Connection" (AFM)



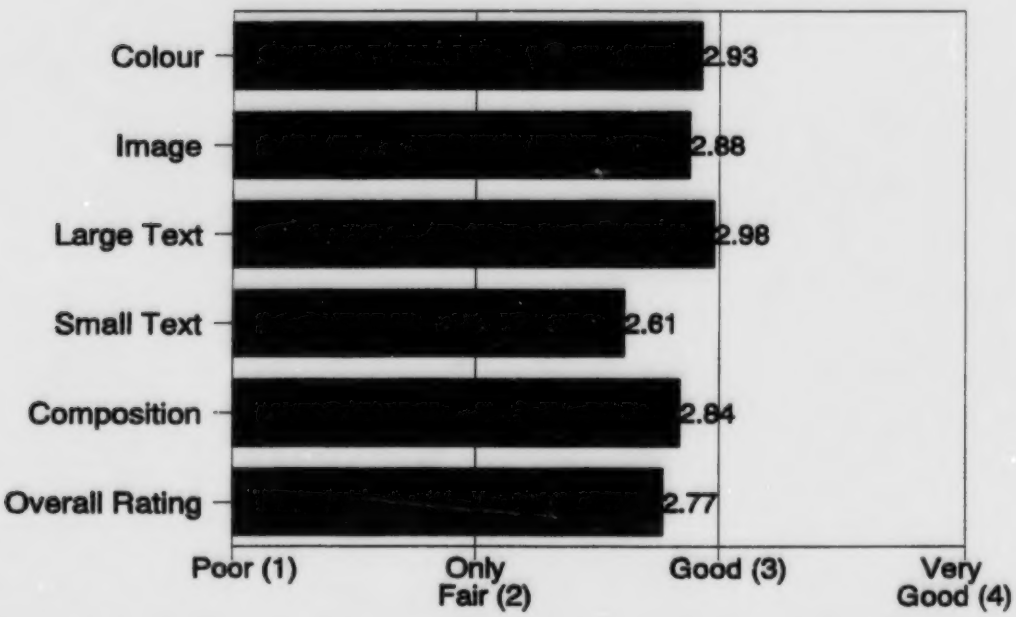
(N=42; Multiple Responses Are Allowed.)

Figure 2-3) Who Is Poster Aimed At: By Gender "Make The Connection" (AFM)



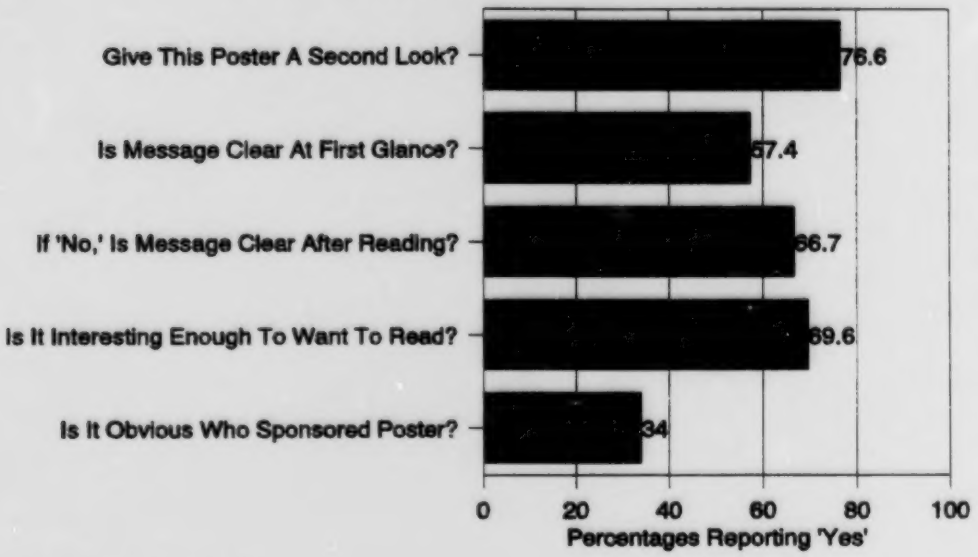
(N=42)

Figure 2-4) Evaluating Poster Attributes "Make The Connection" (AFM)



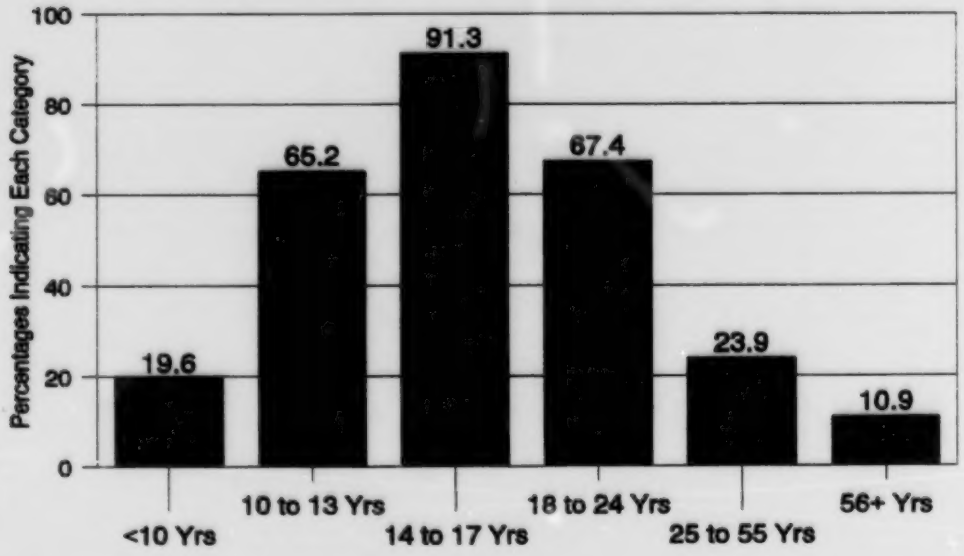
Life!
Get High On It
Visez Haut Pour
La Vie!
HIGH
I J'AIME L

Figure 3-1) Poster Clarity & Interest
"Life! Get High On It!" (MAAW)



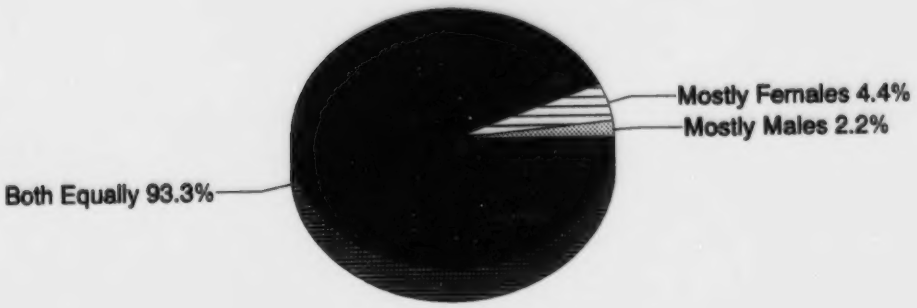
(N=47, 47, 21, 46, 47)

Figure 3-2) Who Is Poster Aimed At: By Age
"Life! Get High On It" (MAAW)



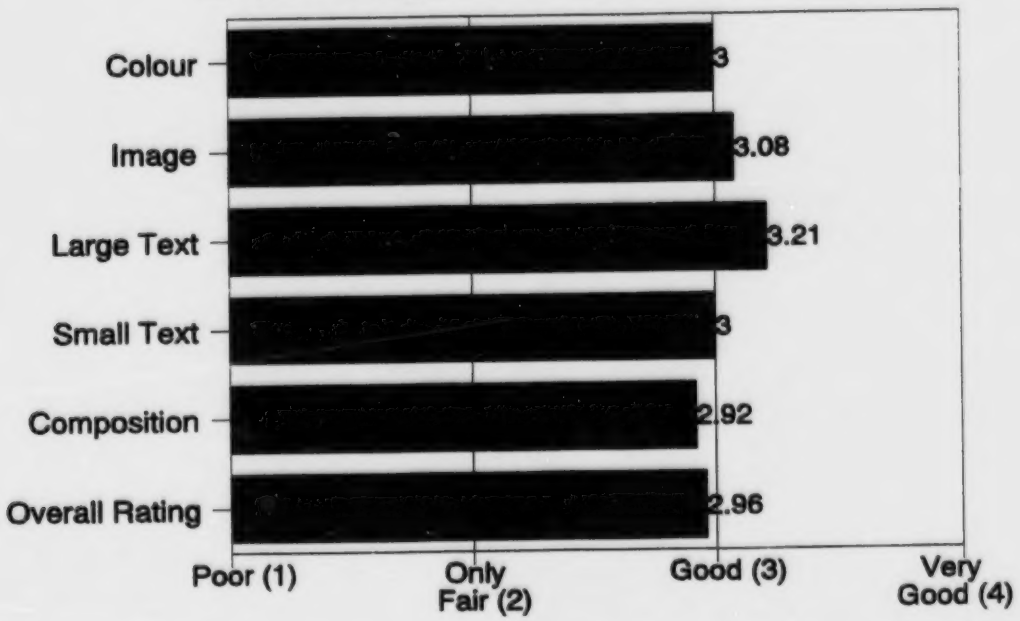
(N=46; Multiple Responses Are Allowed.)

Figure 3-3) Who Is Poster Aimed At: By Gender "Life! Get High On It" (MAAW)



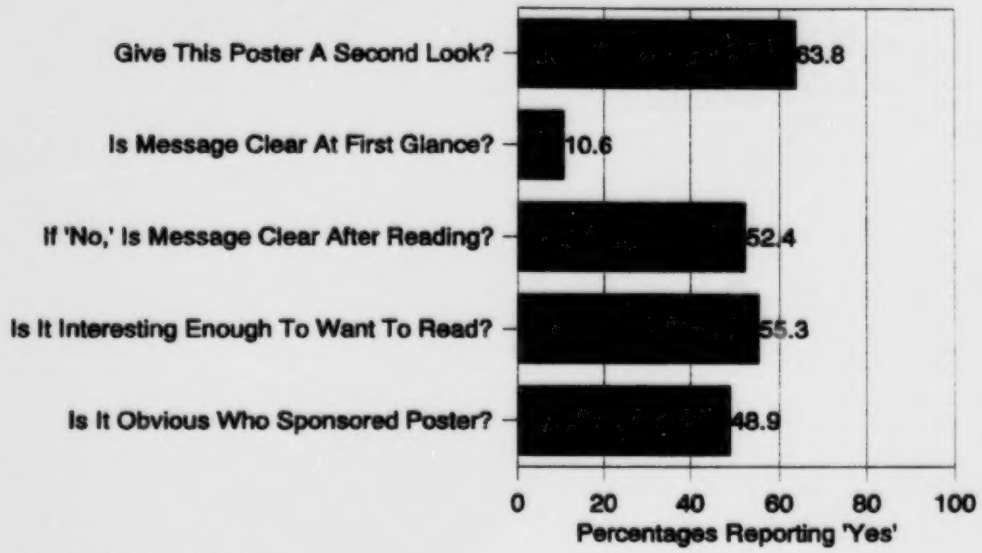
(N=45)

Figure 3-4) Evaluating Poster Attributes "Life! Get High On It." (MAAW)



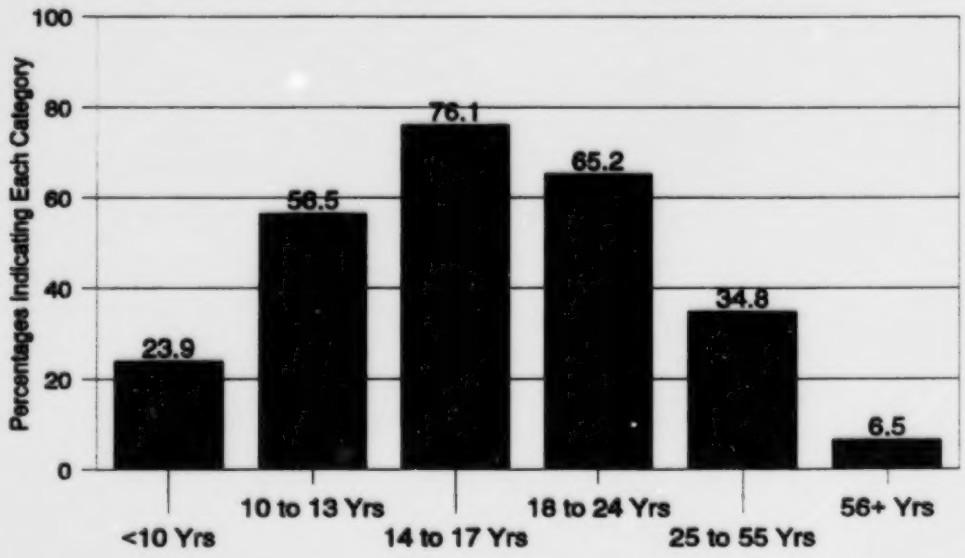
THE CLIMBING WALL OF LIFE

Figure 4-1) Poster Clarity & Interest
"The Climbing Wall Of Life" (AADAC)



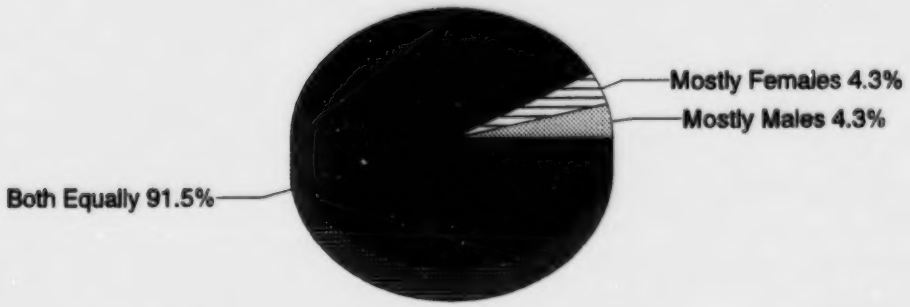
(N=47, 47, 42, 47, 47)

Figure 4-2) Who Is Poster Aimed At: By Age
"The Climbing Wall Of Life" (AADAC)



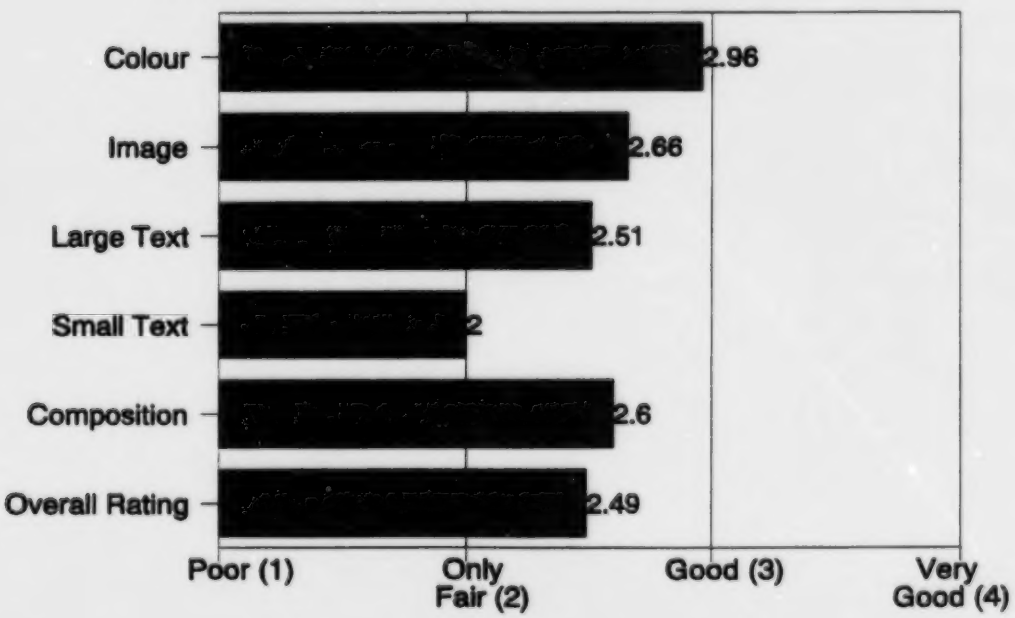
(N=46; Multiple Responses Are Allowed.)

Figure 4-3) Who Is Poster Aimed At: By Gender "The Climbing Wall Of Life" (AADAC)



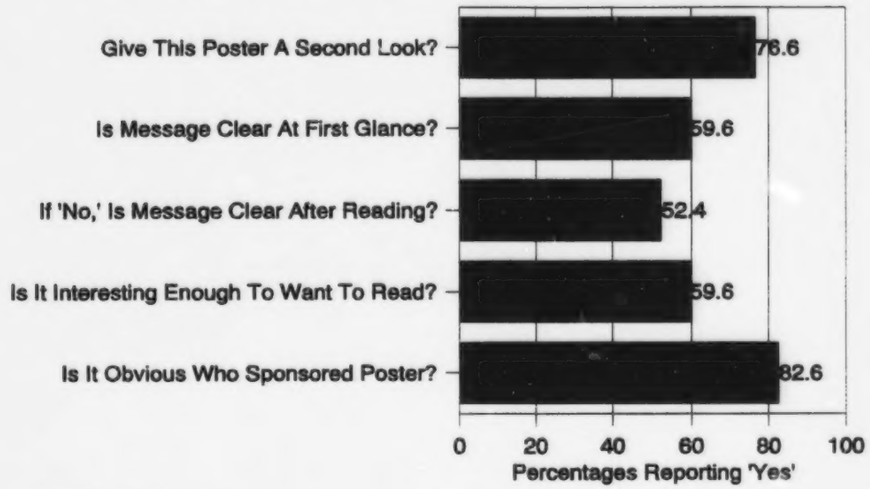
(N=47)

Figure 4-4) Evaluating Poster Attributes "The Climbing Wall Of Life" (AADAC)



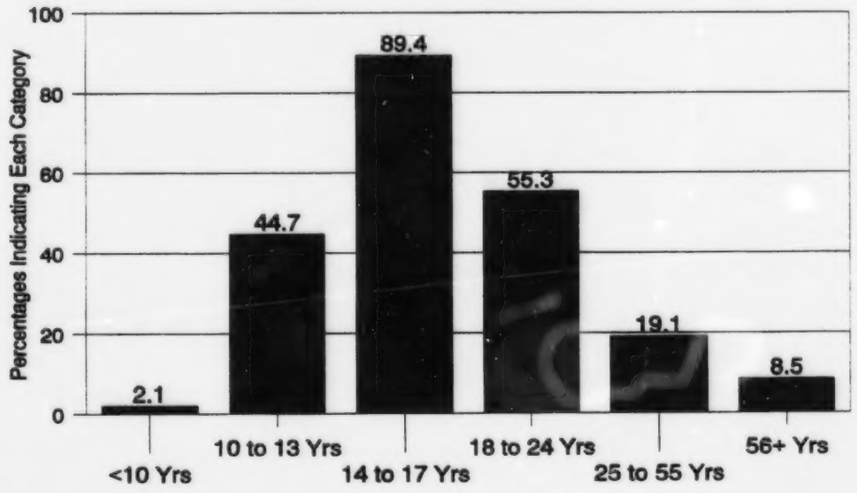
ALL YOU NEED IS YOU!
ON TAIME MIEUX
AU NATUREL!

Figure 5-1) Poster Clarity & Interest
"All You Need Is You!" (Health Canada)



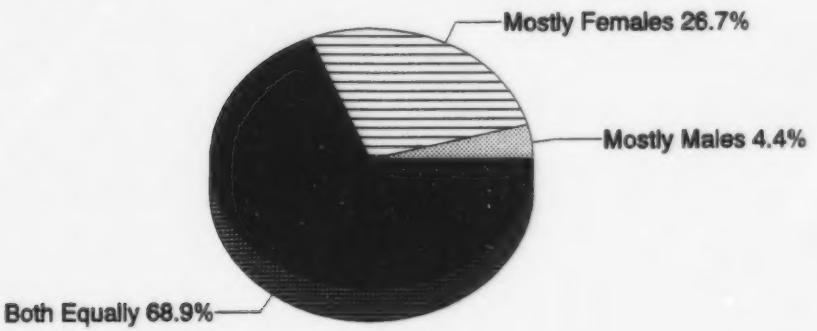
(N=47, 47, 21, 47)

Figure 5-2) Who Is Poster Aimed At: By Age
"All You Need Is You!" (Health Canada)



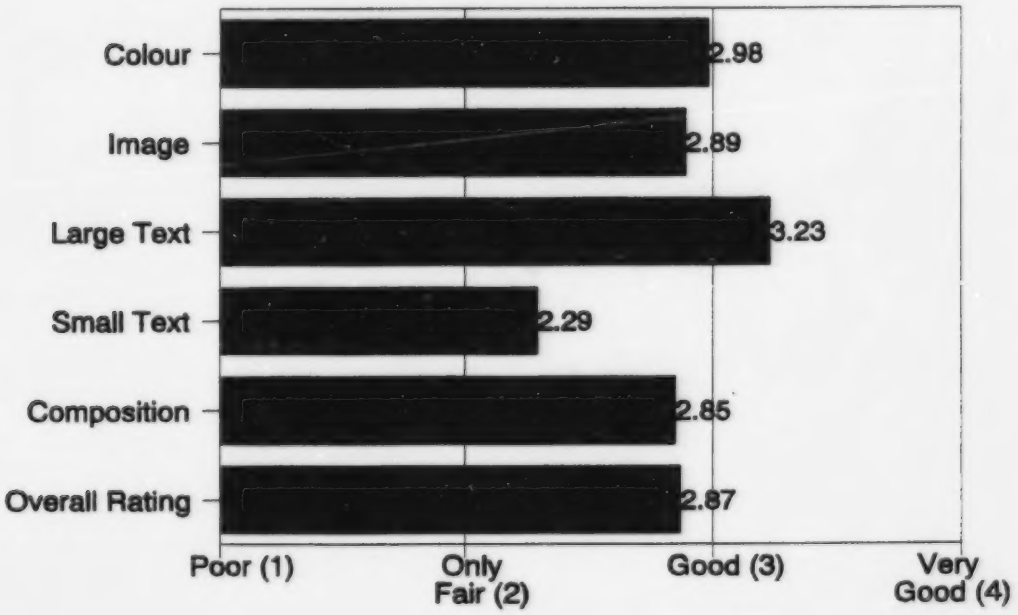
(N=47; Multiple Responses Are Allowed.)

Figure 5-3) Who Is Poster Aimed At: By Gender "All You Need Is You" (Health Canada)



(N=45)

Figure 5-4) Evaluating Poster Attributes ""All You Need Is You!" (Health Canada)



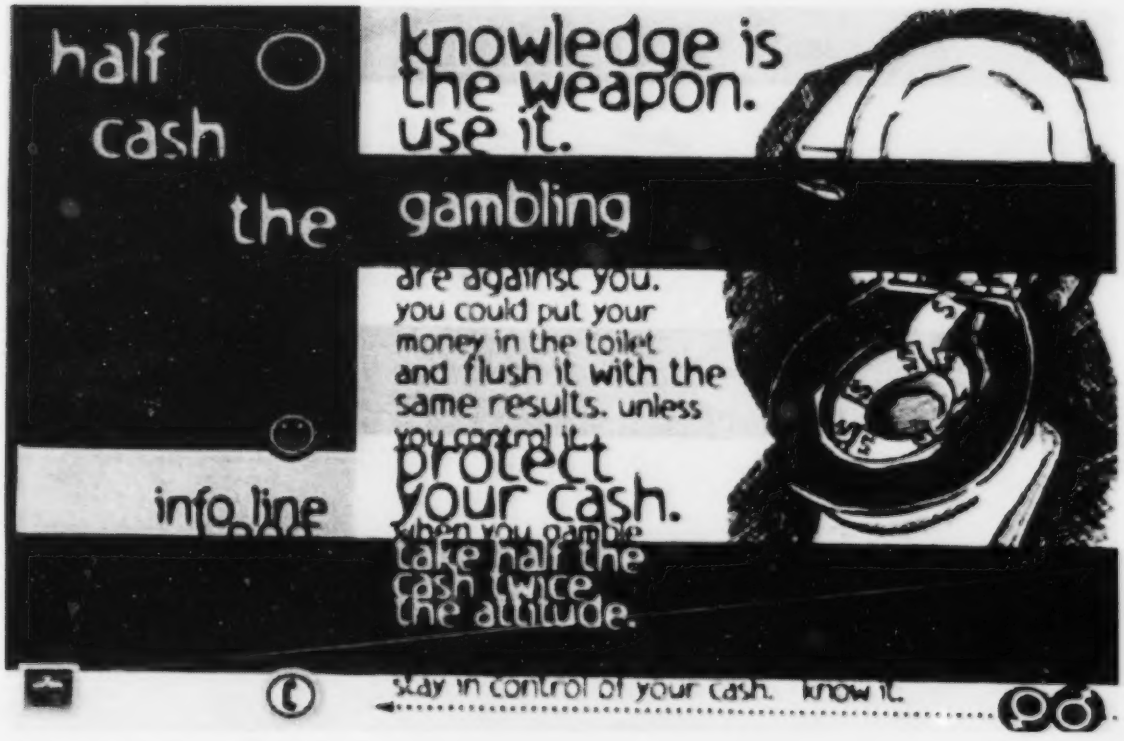
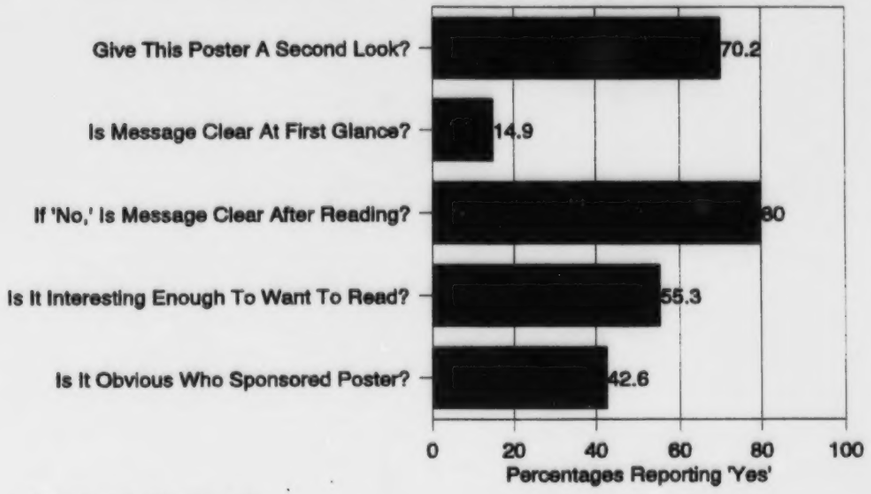
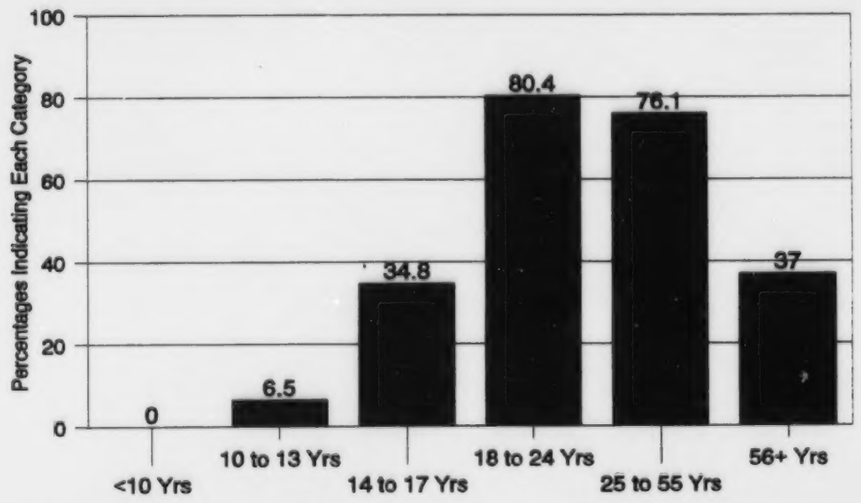

half
cash
the
knowledge is
the weapon.
use it.
gambling
are against you.
you could put your
money in the toilet
and flush it with the
same results. unless
you control it.
protect
your cash.
when you gamble
take half the
cash twice
the attitude.
info line
stay in control of your cash. know it.

Figure 6-1) Poster Clarity & Interest
"Half The Cash Twice The Attitude" (AFM)



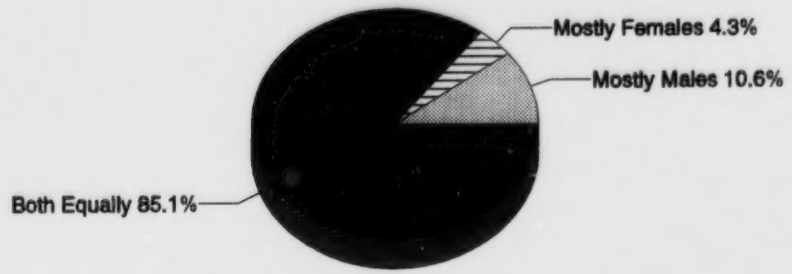
(N=47, 47, 40, 47, 47)

Figure 6-2) Who Is Poster Aimed At: By Age
"Half The Cash Twice The Attitude" (AFM)



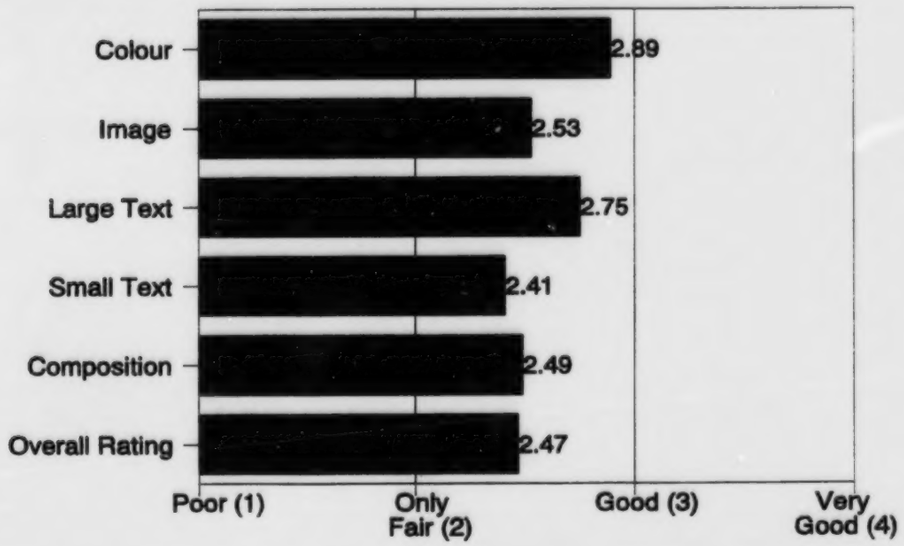
(N=46; Multiple Responses Are Allowed.)

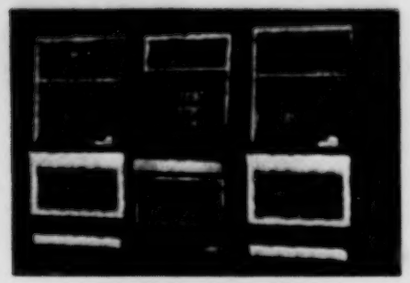
Figure 6-3) Who Is Poster Aimed At: By Gender "Half The Cash Twice The Attitude" (AFM)



(N=47)

Figure 6-4) Evaluating Poster Attributes "Half The Cash Twice The Attitude" (AFM)





IT COSTS MOST

PROBLEM GAMBLERS AND THEIR FAMILIES

THOUSANDS OF DOLLARS
TO CALL THIS TOLL-FREE NUMBER

1-800-463-1554

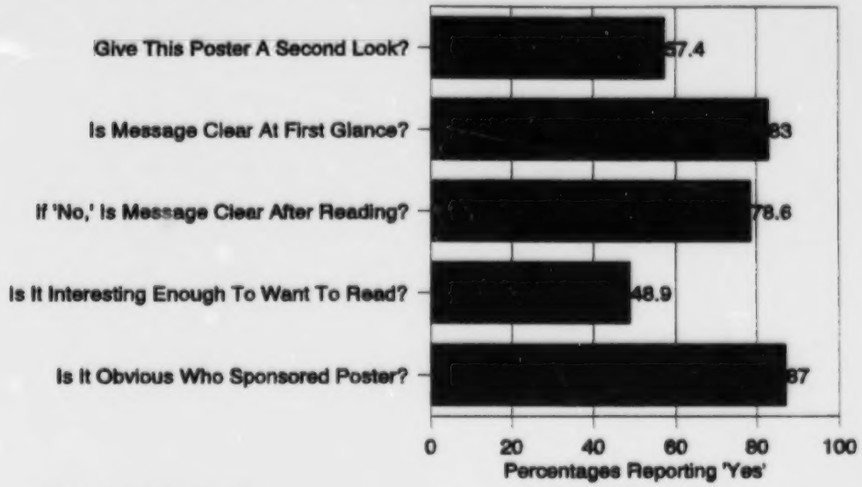
IF YOU OR SOMEONE YOU KNOW HAS A GAMBLING PROBLEM, PLEASE CALL

ADDICTIONS FOUNDATION OF MANITOBA
PROBLEM GAMBLING HELPLINE

FOR LOCAL AREA CALLS

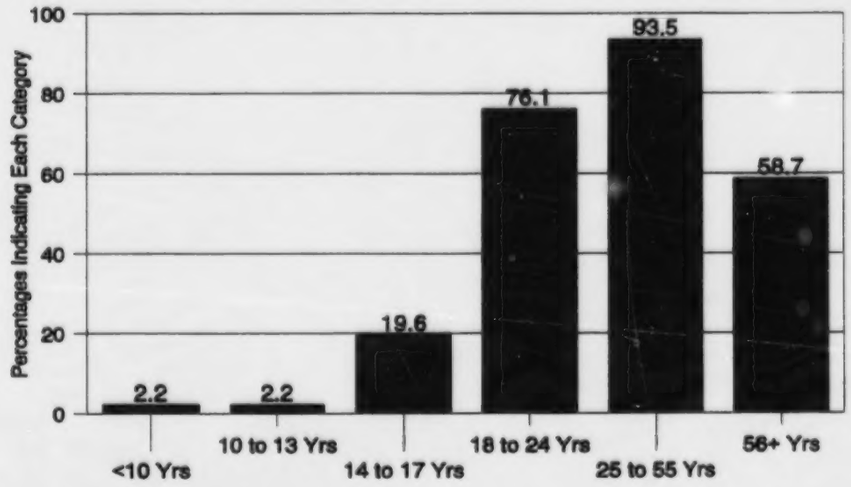
BRANDON	THOMPSON	WINNIPEG
729-3838	677-4541	944-6382

Figure 7-1) Poster Clarity & Interest
"It Costs Most Problem Gamblers..." (AFM)



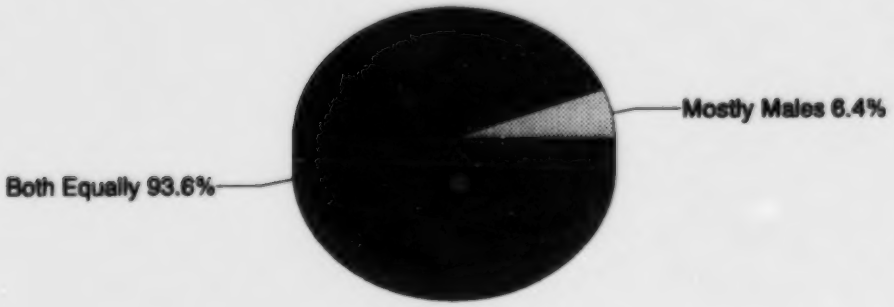
(N=47, 47, 14, 47, 46)

Figure 7-2) Who Is Poster Aimed At: By Age
"It Costs Most Problem gamblers..." (AFM)



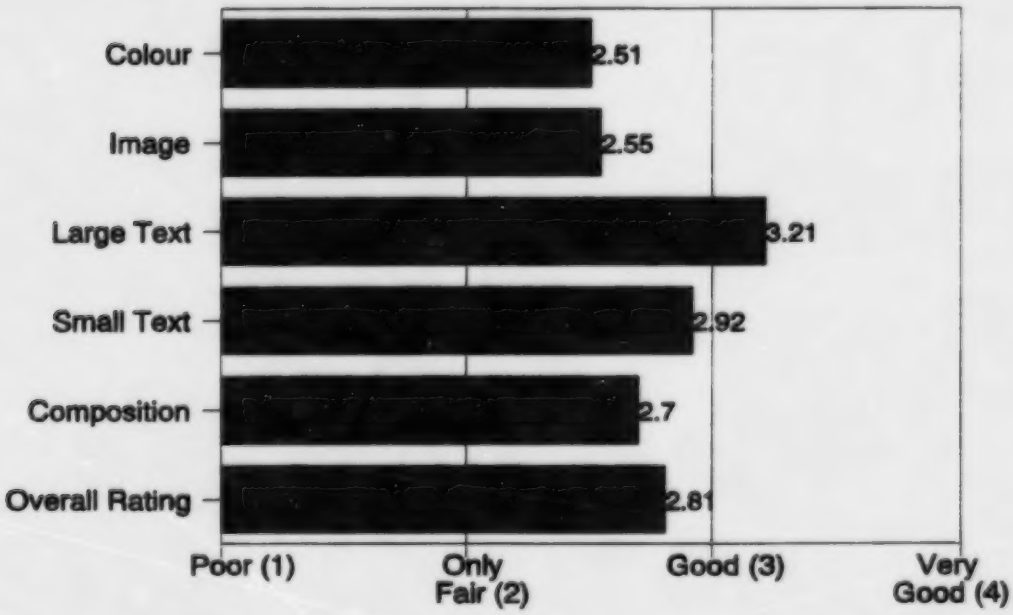
(N=46; Multiple Responses Are Allowed.)

Figure 7-3) Who Is Poster Aimed At: By Gender "It Costs Most Problem Gamblers..." (AFM)



(N=47)

Figure 7-4) Evaluating Poster Attributes "It Costs Most Problem Gamblers..." (AFM)

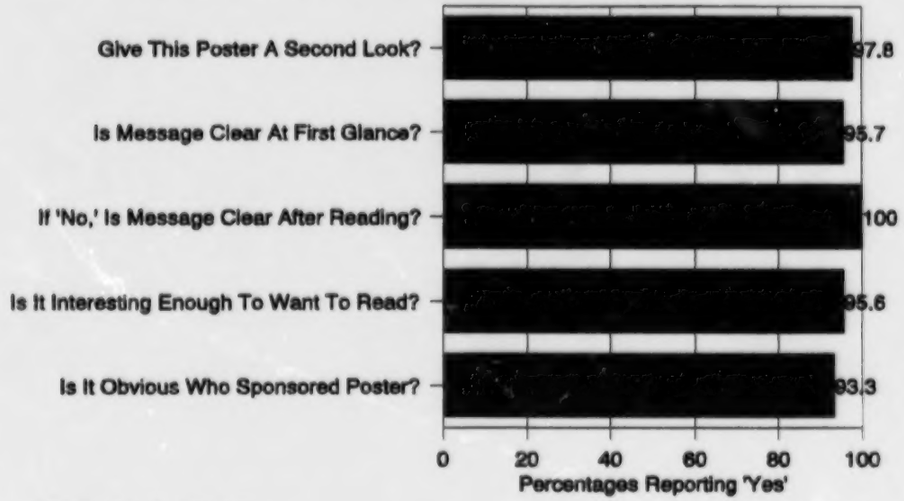


SNOWMOBILING AND ALCOHOL DON'T MIX.

Don't Drink and Ride

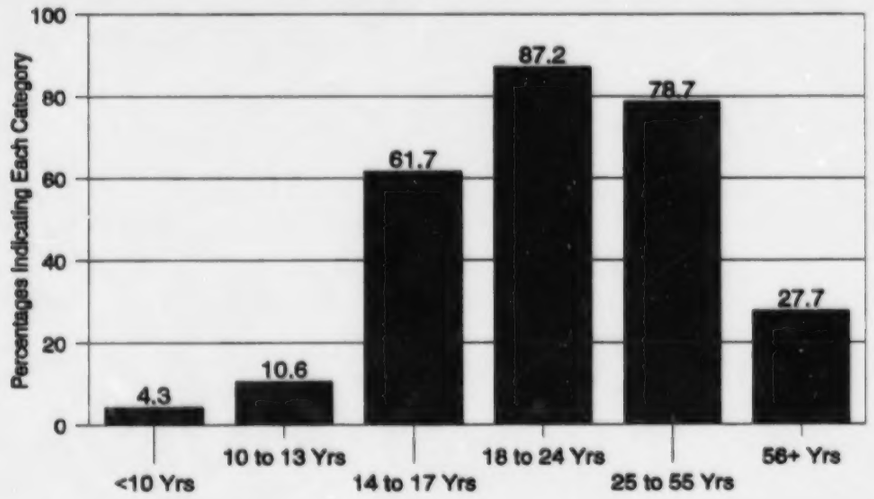
ISMA

Figure 8-1) Poster Clarity & Interest
"Don't Drink And Ride" (U.S. Safe Riders)



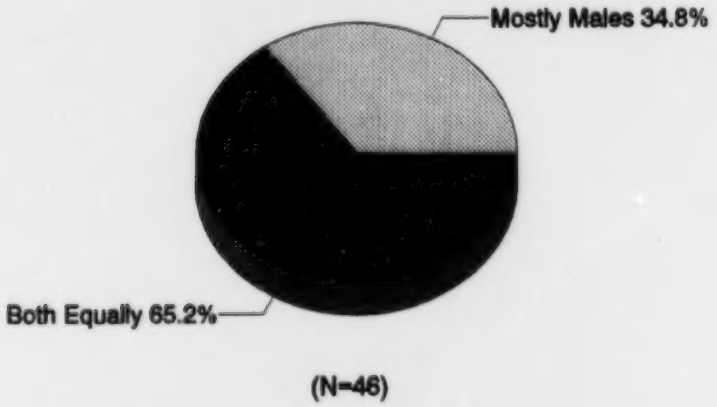
(N=46, 46, 6, 47, 45)

Figure 8-2) Who Is Poster Aimed At: By Age
"Don't Drink And Ride" (U.S. Safe Riders)



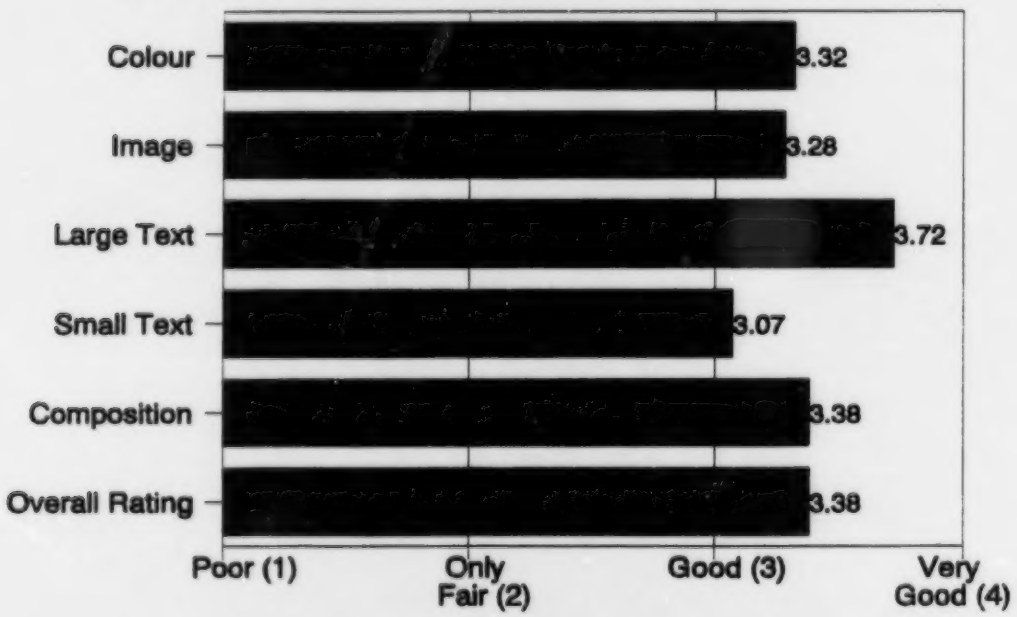
(N=47; Multiple Responses Are Allowed.)

Figure 8-3) Who Is Poster Aimed At: By Gender "Don't Drink And Ride" (U.S. Safe Riders)



(N=46)

Figure 8-4) Evaluating Poster Attributes "Don't Drink And Ride" (U.S. Safe Riders)



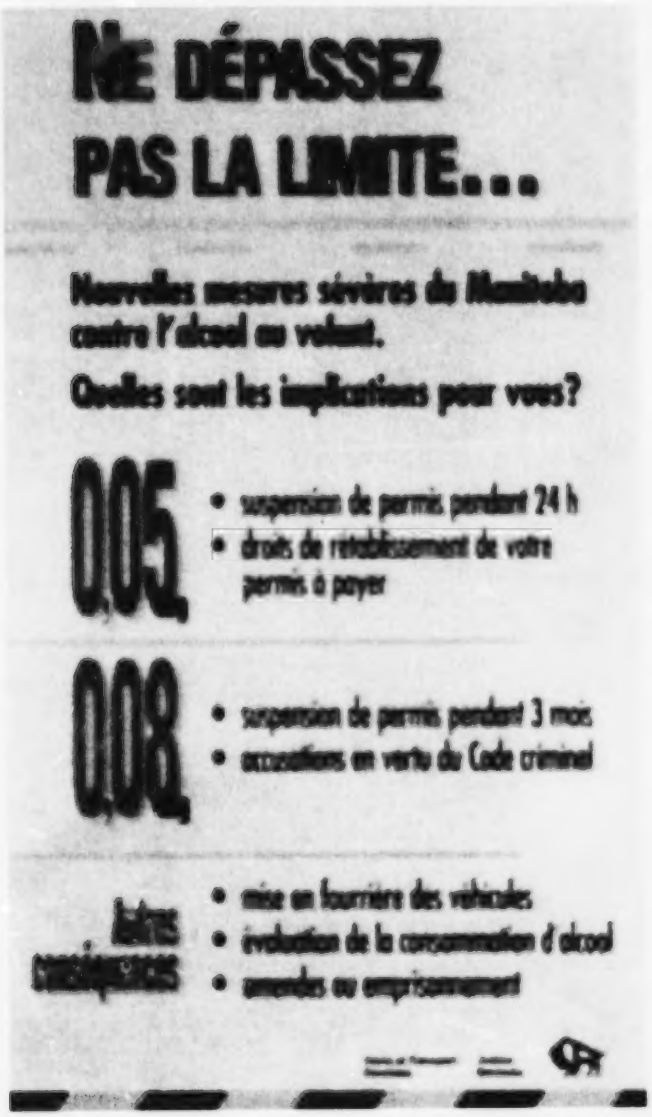
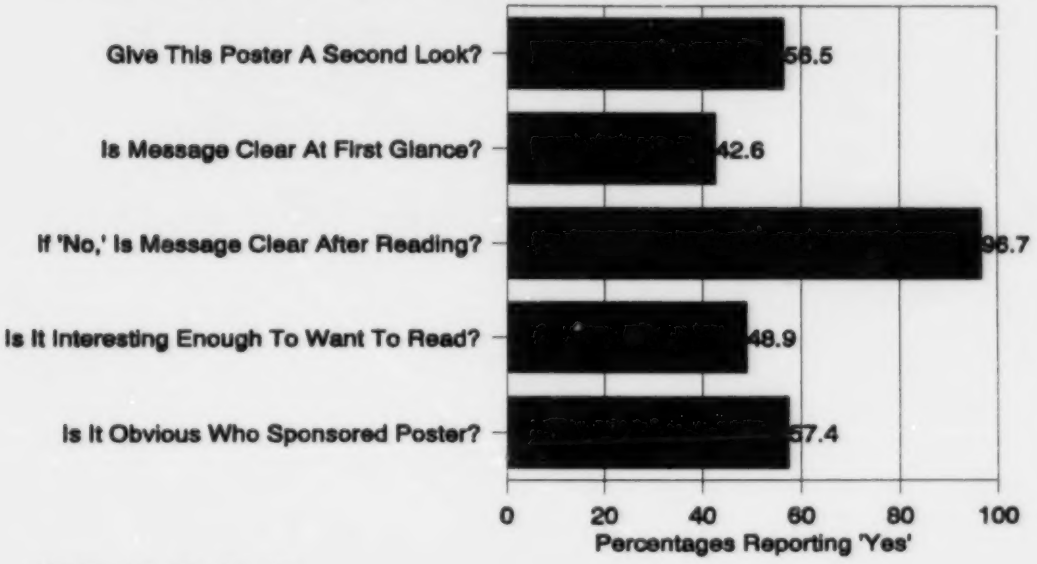
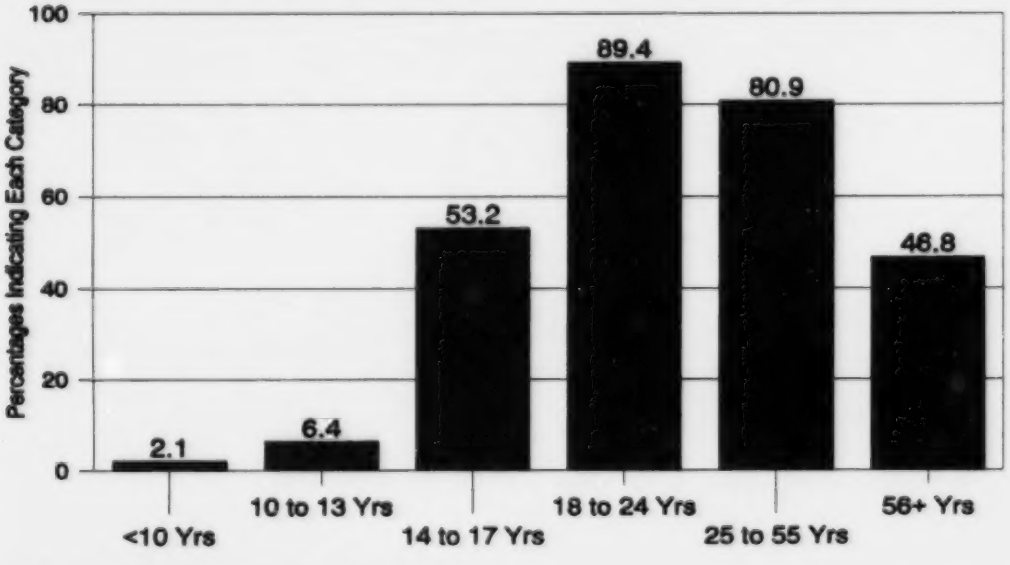

NE DÉPASSEZ
PAS LA LIMITE...
Nouvelles mesures sévères du Manitoba
contre l'alcool au volant.
Quelles sont les implications pour vous?
0,05
• suspension de permis pendant 24 h
• droits de rétablissement de votre
permis à payer
0,08
• suspension de permis pendant 3 mois
• accusations en vertu du Code criminel
Autres
conséquences
• mise en fourrière des véhicules
• évaluation de la consommation d'alcool
• amendes ou emprisonnement

Figure 9-1) Poster Clarity & Interest
"Don't Cross The Line" (Prov. of Manitoba)



(N=46, 47, 30, 47, 47)

Figure 9-2) Who Is Poster Aimed At: By Age
"Don't Cross The Line" (Prov. of Manitoba)

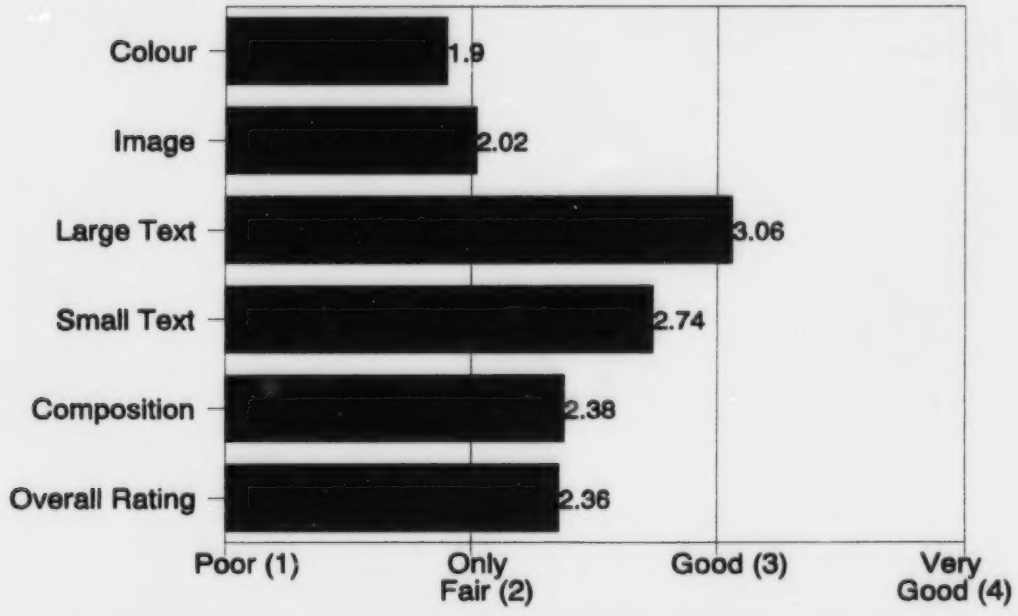


(N=47; Multiple Responses Are Allowed.)

Figure 9-3) Who Is Poster Aimed At: By Gender "Don't Cross The Line" (Prov. of Manitoba)

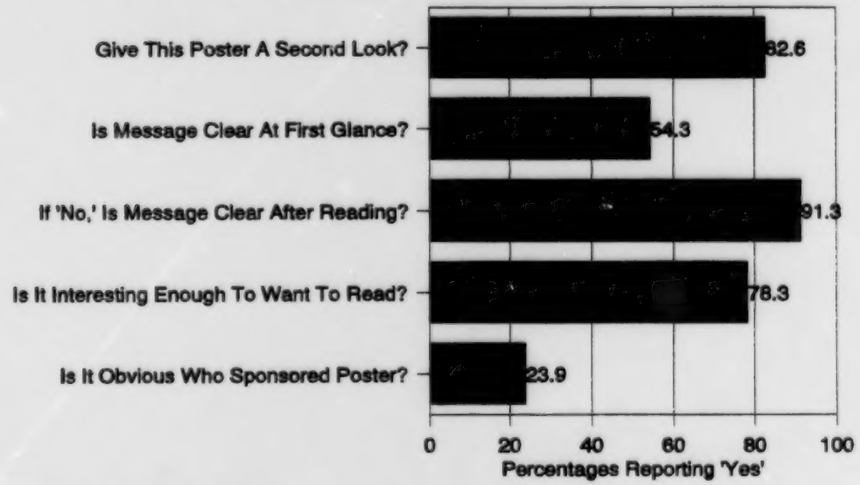
(N=46)

Figure 9-4) Evaluating Poster Attributes "Don't Cross The Line" (Prov. of Manitoba)



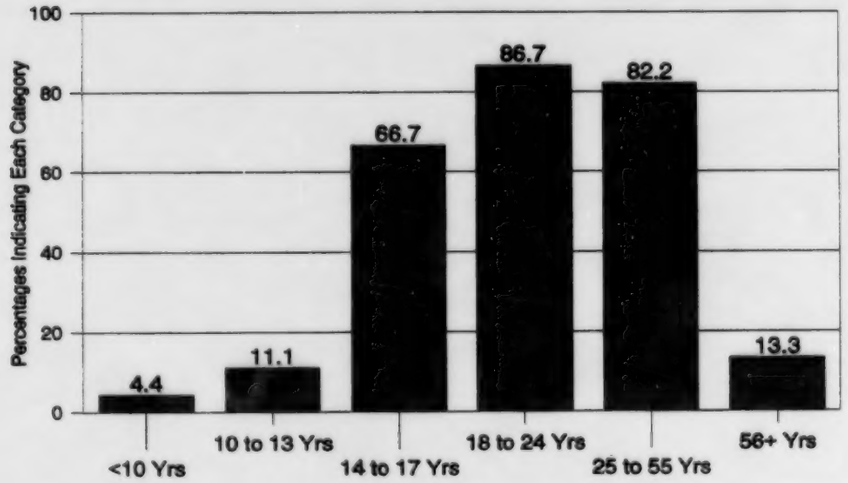
TELLS YOU
NOT TO DRINK

Figure 10-1) Poster Clarity & Interest
"An Inner Voice" (U.S. DHHS)



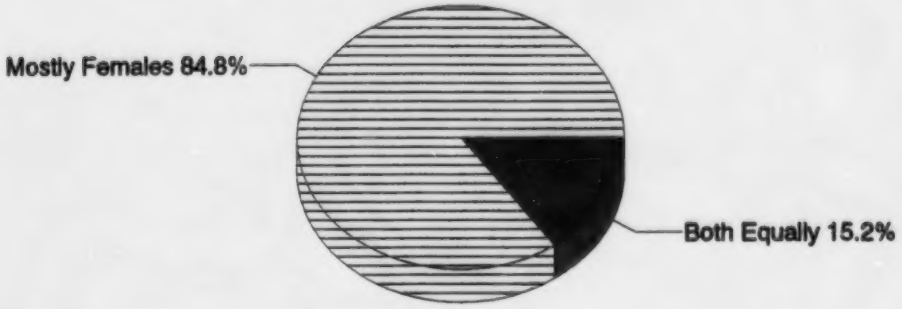
(N=46, 46, 23, 46, 46)

Figure 10-2) Who Is Poster Aimed At: By Age
"An Inner Voice" (U.S. DHHS)



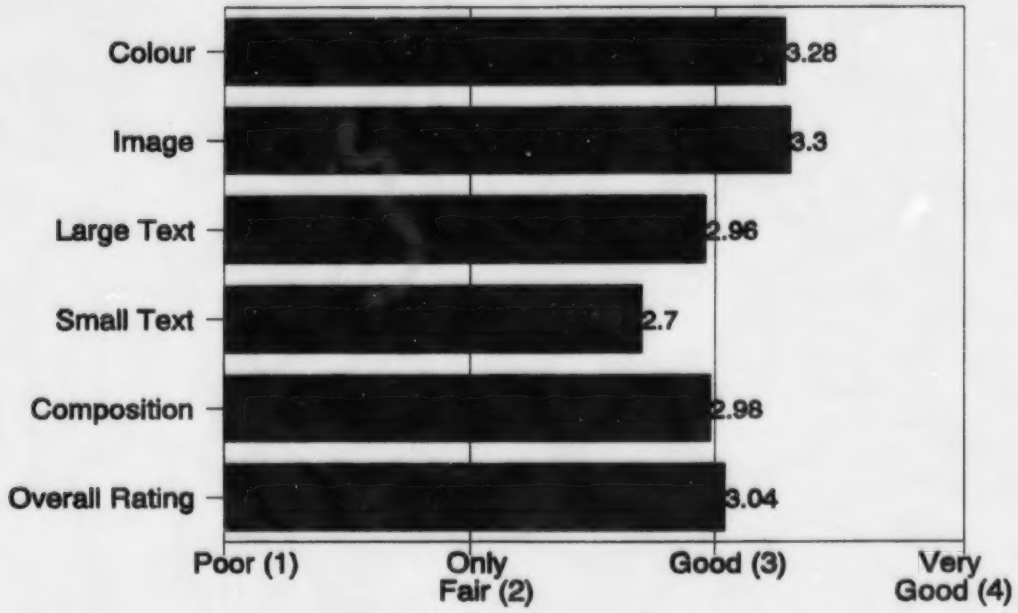
(N=45; Multiple Responses Are Allowed.)

Figure 10-3) Who Is Poster Aimed At: By Gender "An Inner Voice" (U.S. DHHS)



(N=46)

Figure 10-4) Evaluating Poster Attributes "An Inner Voice" (U.S. DHHS)



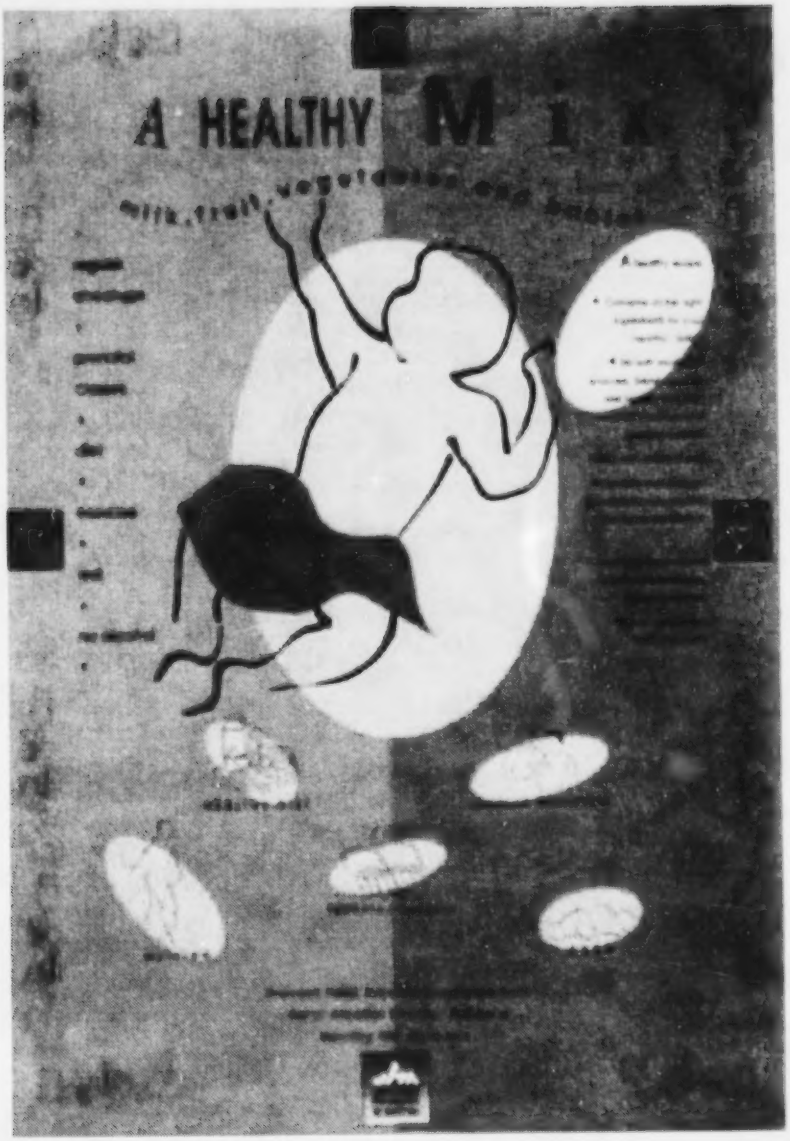
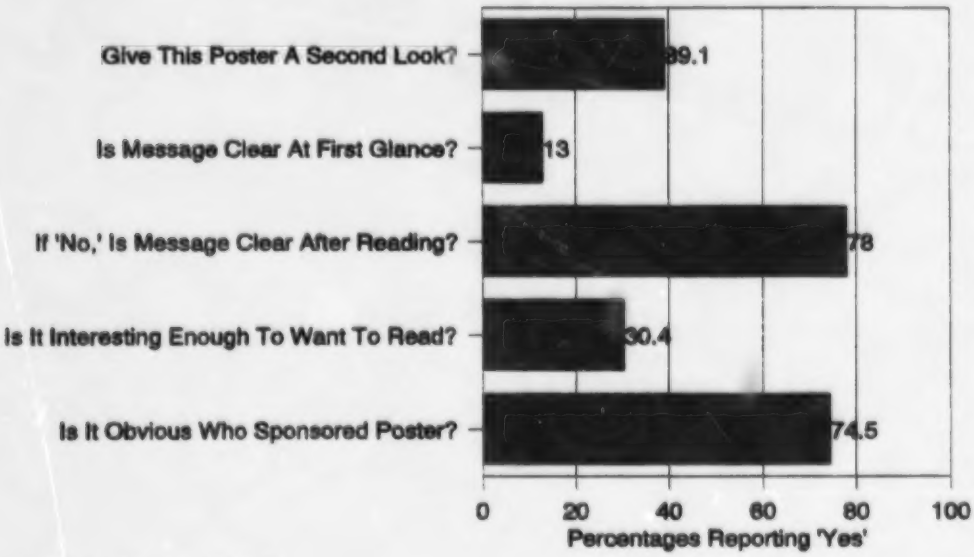
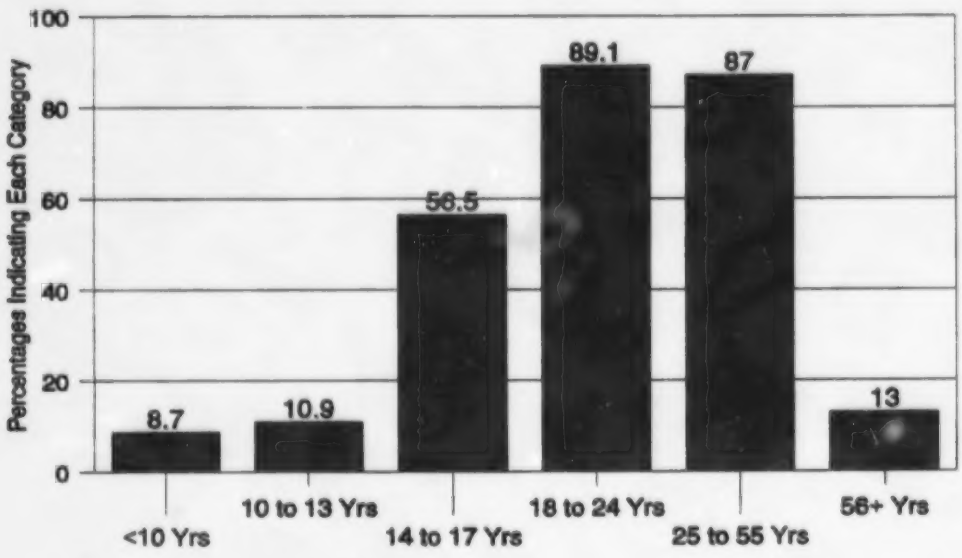

A HEALTHY

Figure 11-1) Poster Clarity & Interest
"A Healthy Mix" (AFM)



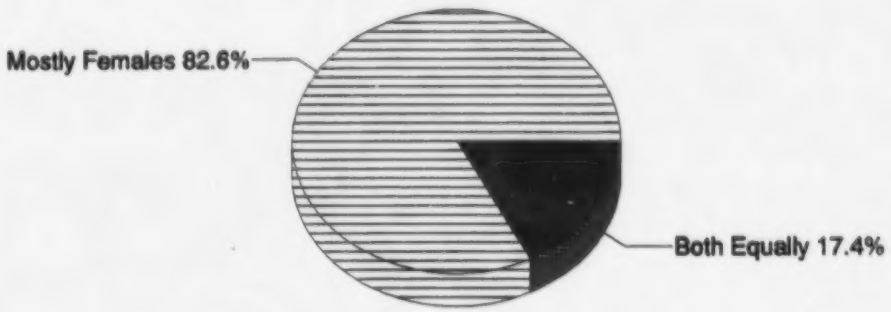
(N=46, 46, 41, 46, 47)

Figure 11-2) Who Is Poster Aimed At: By Age
"A Healthy Mix" (AFM)



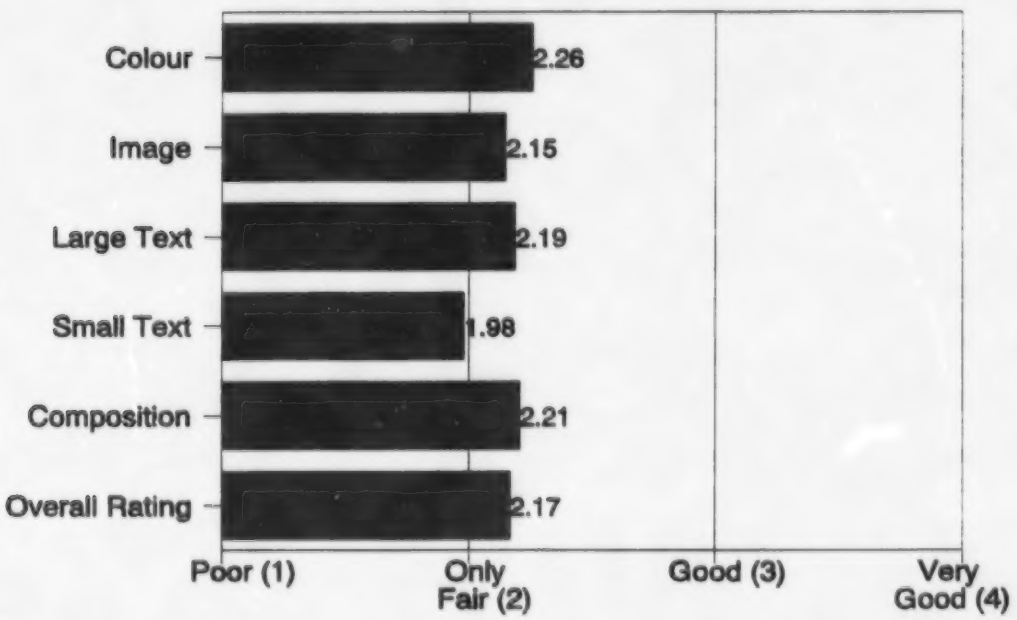
(N=46; Multiple Responses Are Allowed.)

Figure 11-3) Who Is Poster Aimed At: By Gender
"A Healthy Mix" (AFM)



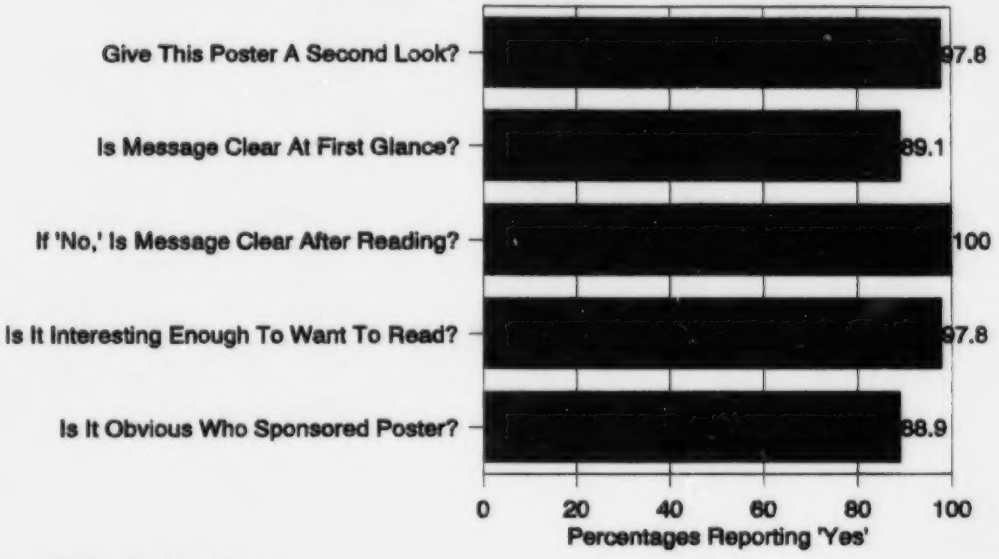
(N=46)

Figure 11-4) Evaluating Poster Attributes
"A Healthy Mix" (AFM)



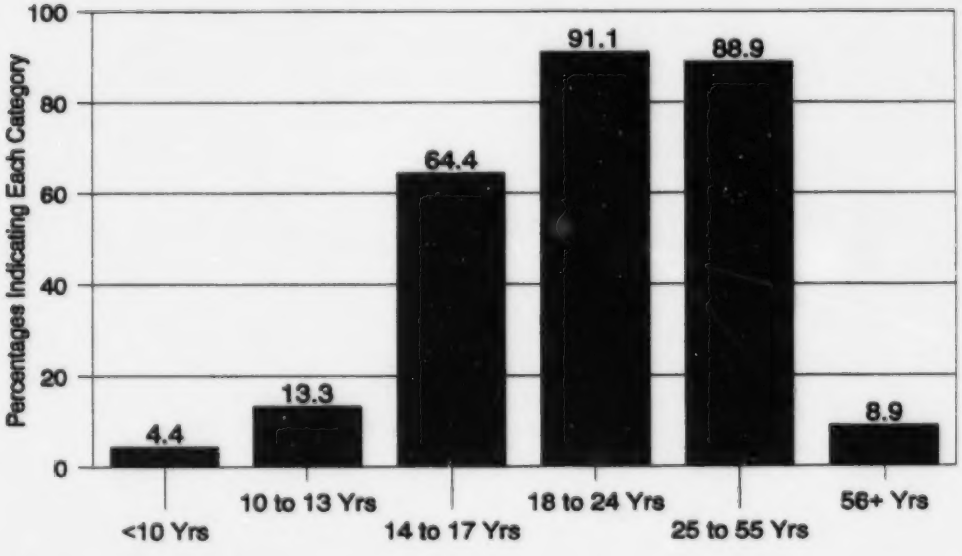
Listen to the Inner Voice
No Alcohol Please
Drinking Alcohol During Pregnancy Can Harm The Baby

Figure 12-1) Poster Clarity & Interest
"Listen To The Inner Voice" (MB. Government)



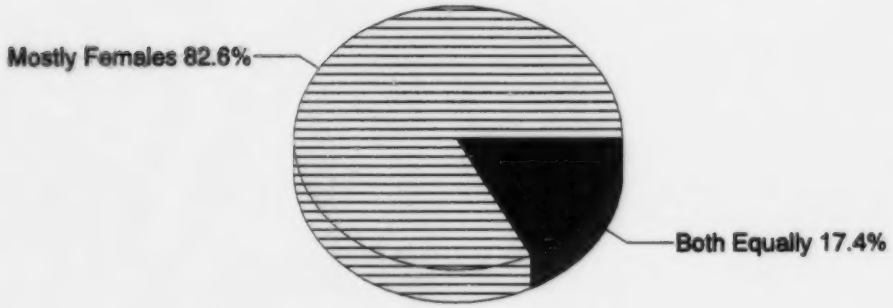
(N=46, 46, 10, 46, 45)

Figure 12-2) Who Is Poster Aimed At: By Age
"Listen To The Inner Voice" (MB. Government)



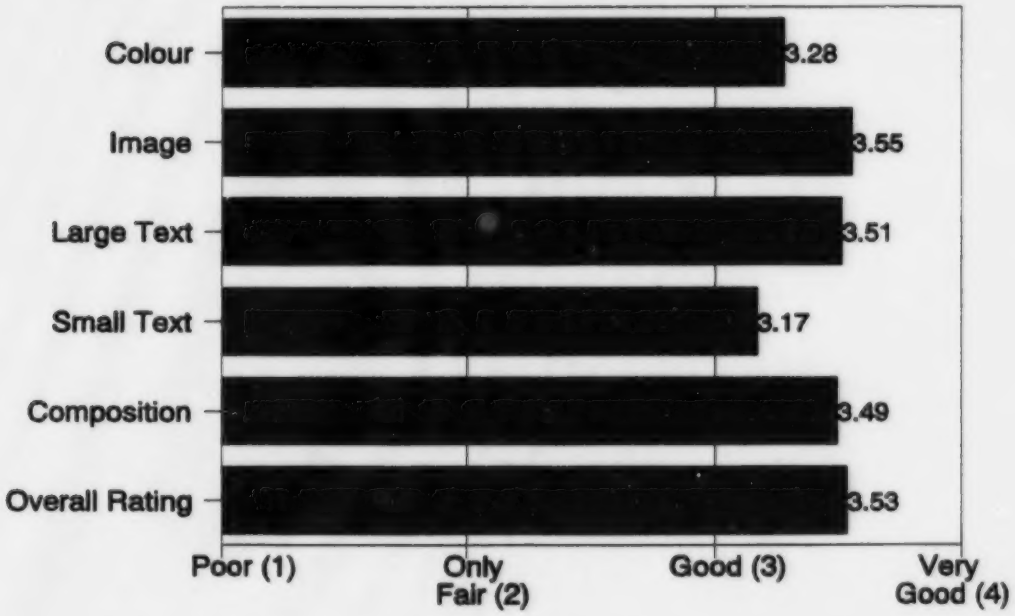
(N=46; Multiple Responses Are Allowed.)

Figure 12-3) Who Is Poster Aimed At: By Gender "Listen To The Inner Voice" (MB Government)



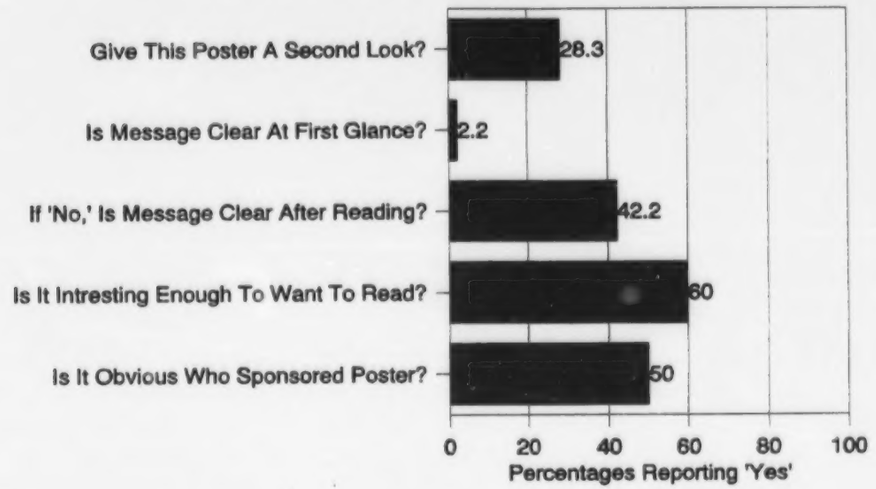
(N=46)

Figure 12-4) Evaluating Poster Attributes "Listen To The Inner Voice" (MB. Government)



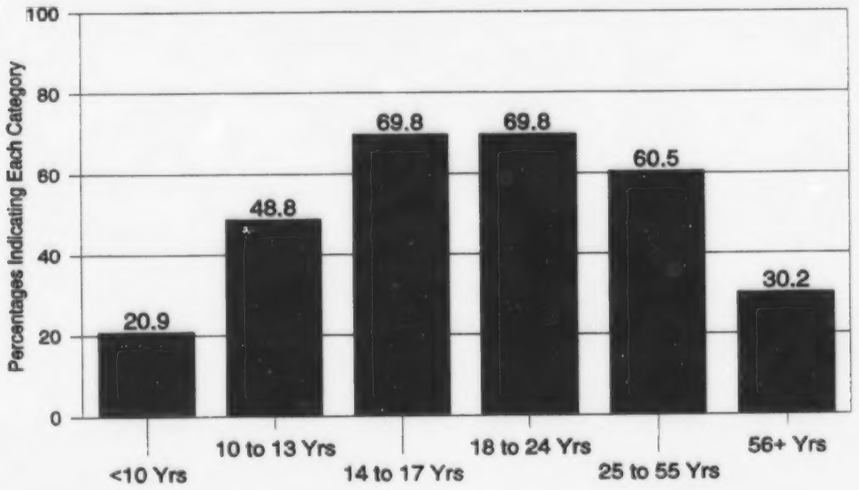
THE SACRED FIRE
"Let the Spirit of Life Burn Within You"

Figure 13-1) Poster Clarity & Interest
"The Sacred Fire" (NNADAP)



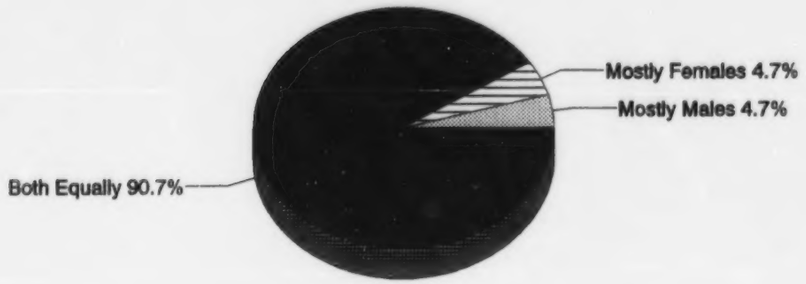
(N=46, 46, 45, 45, 46)

Figure 13-2) Who Is Poster Aimed At: By Age
"The Sacred Fire" (NNADAP)



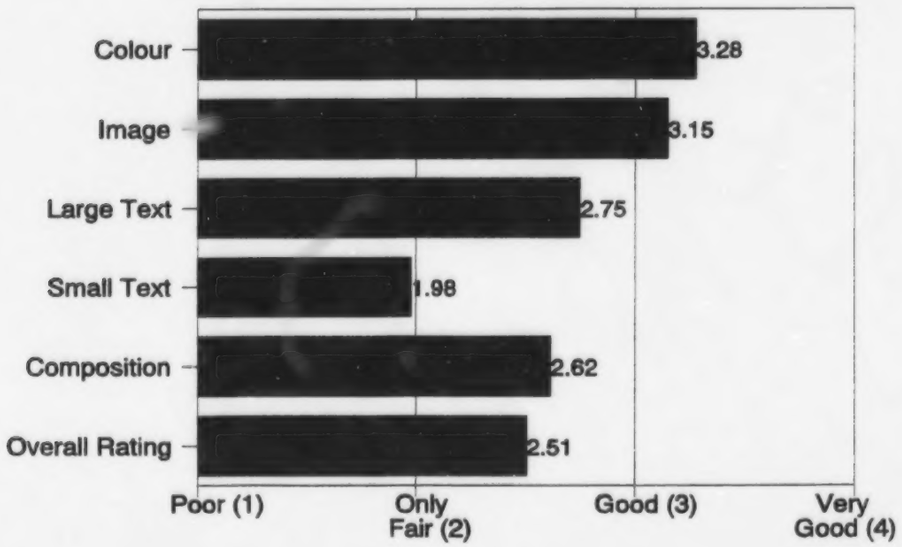
(N=43; Multiple Responses Are Allowed.)

Figure 13-3) Who Is Poster Aimed At: By Gender
"The Sacred Fire" (NNADAP)



(N=43)

Figure 13-4) Evaluating Poster Attributes
"The Sacred Fire" (NNADAP)



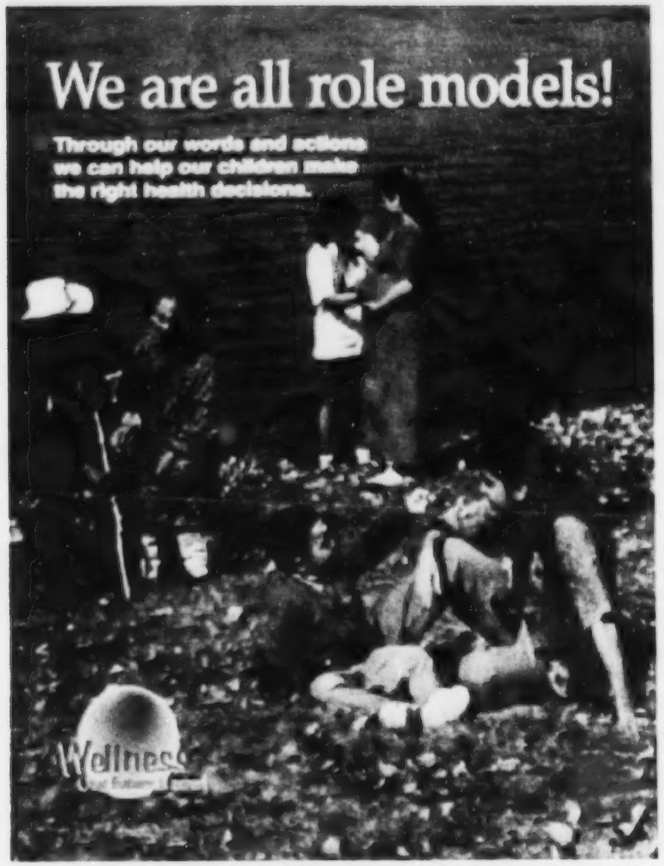
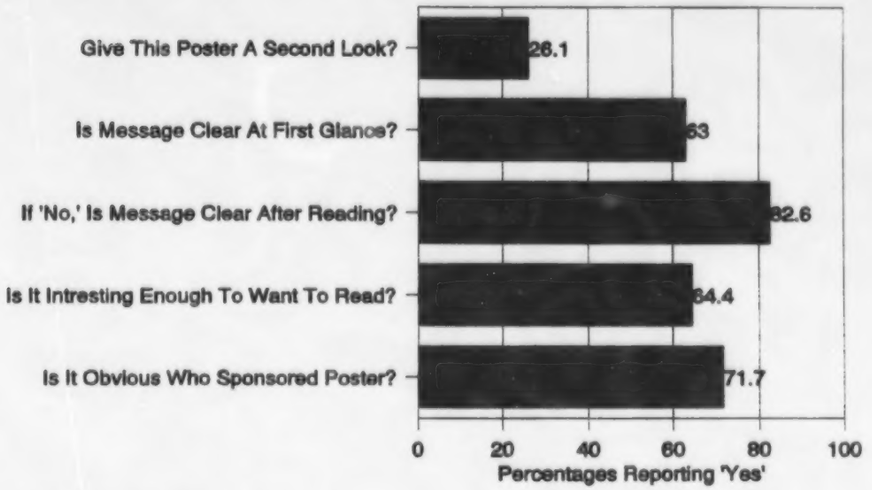
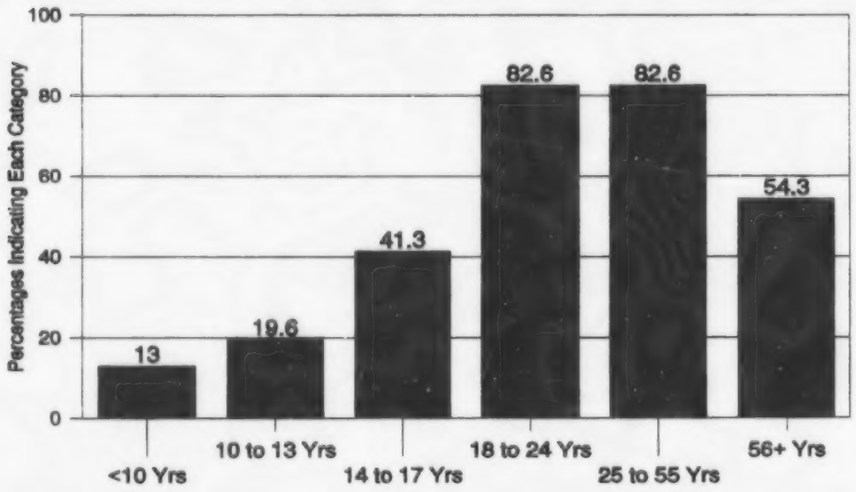


Figure 14-1) Poster Clarity & Interest
"We Are All Role Models" (Health Canada)



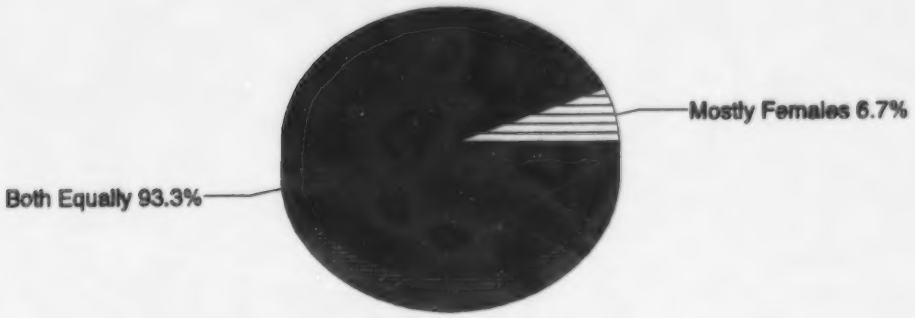
(N=46, 46, 23, 45, 46)

Figure 14-2) Who Is Poster Aimed At: By Age
"We Are All Role Models!" (Health Canada)



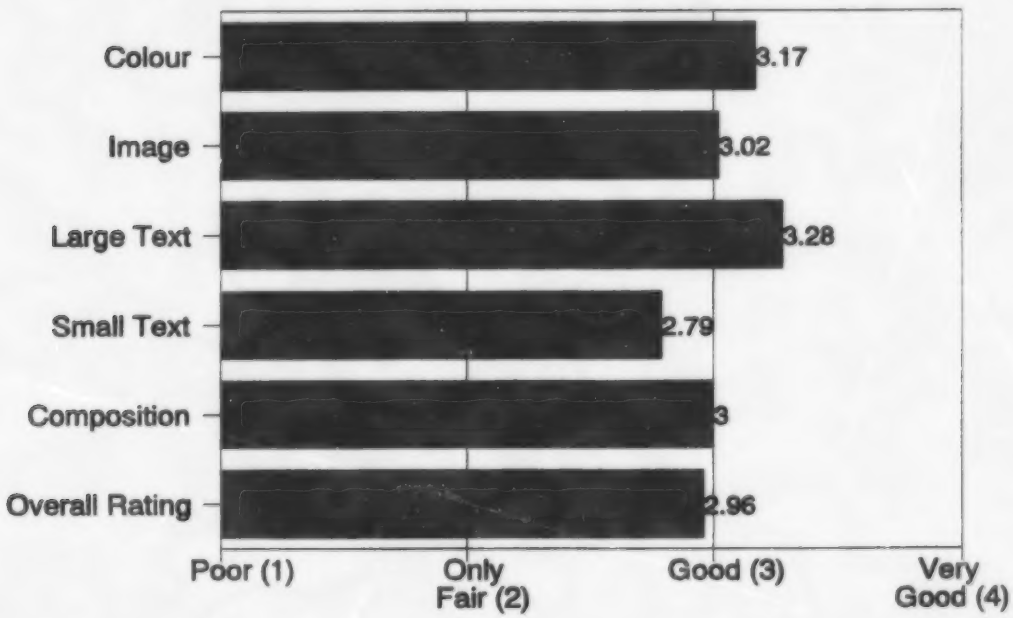
(N=46; Multiple Responses Are Allowed.)

Figure 14-3) Who Is Poster Aimed At: By Gender "We Are All Role Models" (Health Canada)



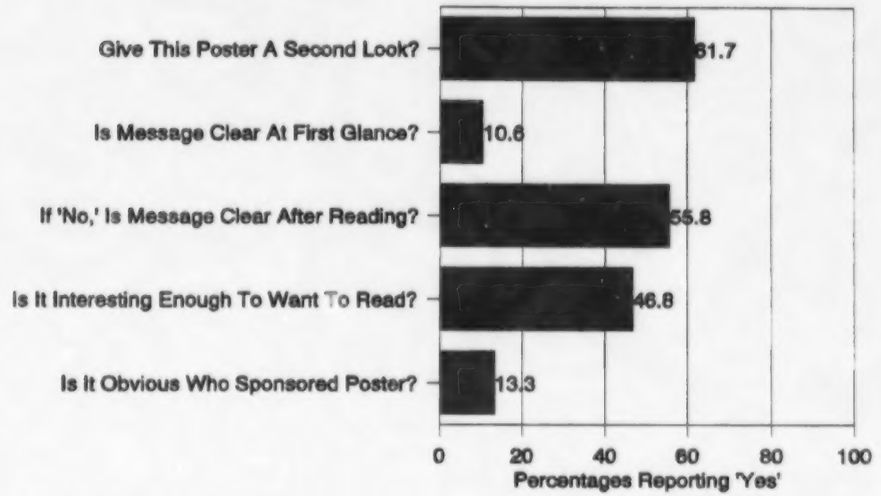
(N=45)

Figure 14-4) Evaluating Poster Attributes "We Are All Role Models!" (Health Canada)



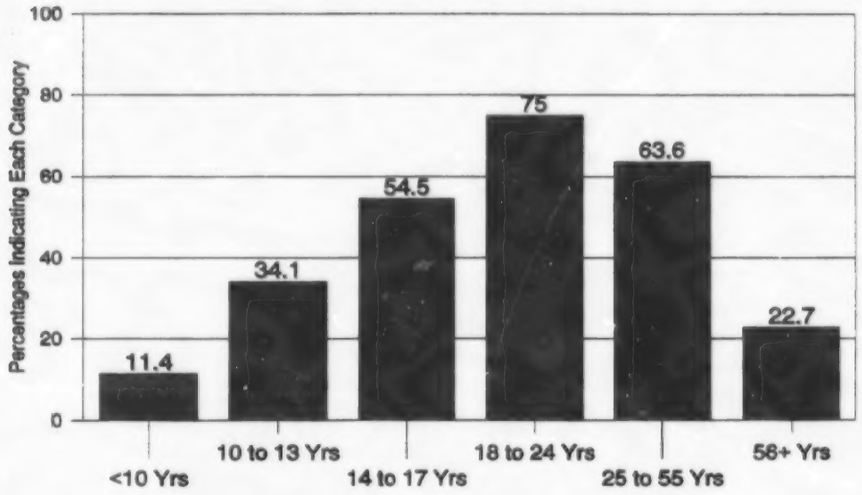
warren
HEALING

Figure 15-1) Poster Clarity & Interest
"Healing" (Native Role Models Series)



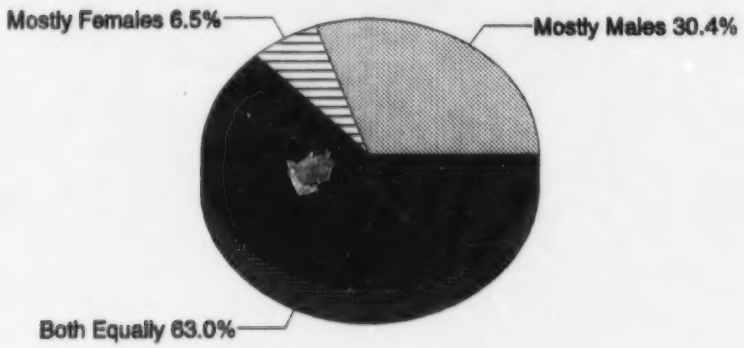
(N=47, 47, 43, 47, 45)

Figure 15-2) Who Is Poster Aimed At: By Age
"Healing" (Native Role Model Series)



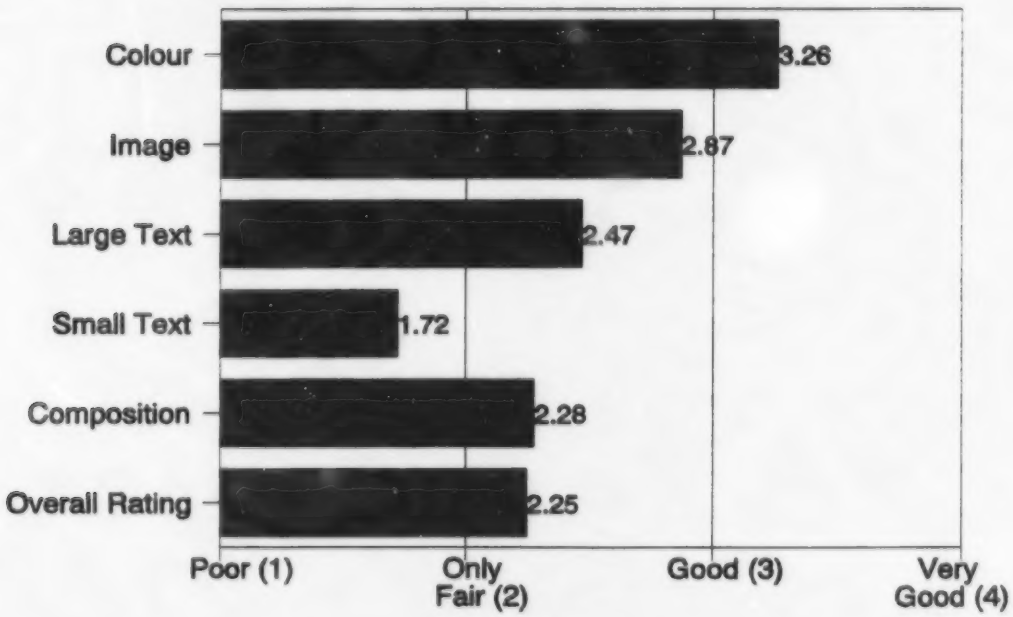
(N=44; Multiple Responses Are Allowed.)

Figure 15-3) Who Is Poster Aimed At: By Gender "Healing" (Native Role Model Series)



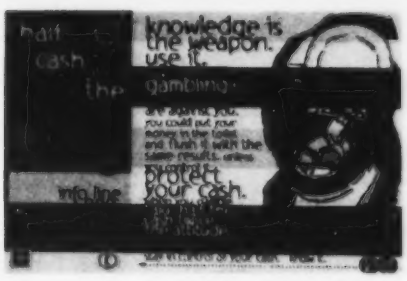
(N=46)

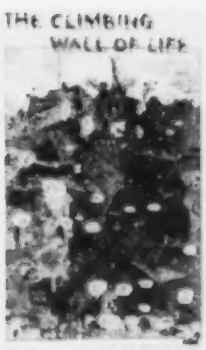
Figure 15-4) Evaluating Poster Attributes "Healing" (Native Role Model Series)

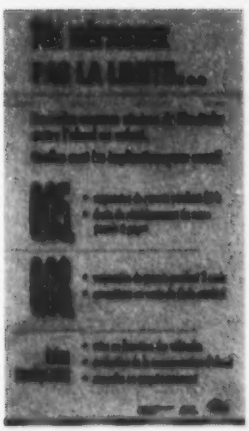


GLOBAL EVALUATIONS OF THE 15 POSTERS

Globally Evaluated Posters: In Ranked Order (From Left to Right)







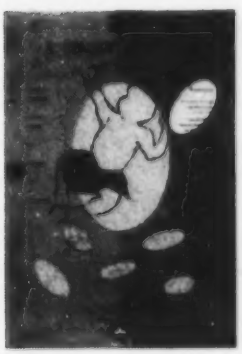


Figure 16) Global Evaluations Of The Rated Posters: Aggregate Scores

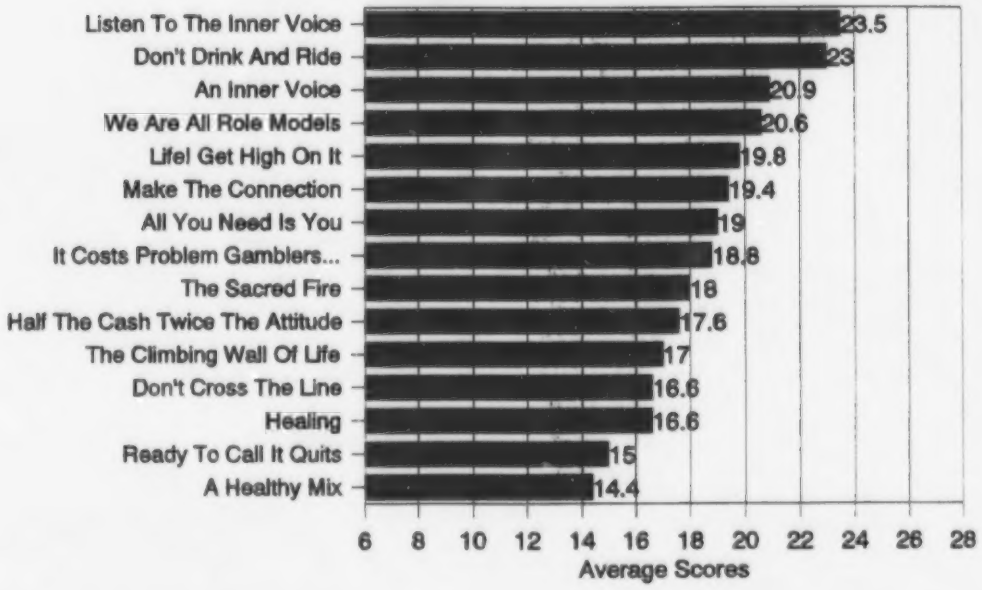
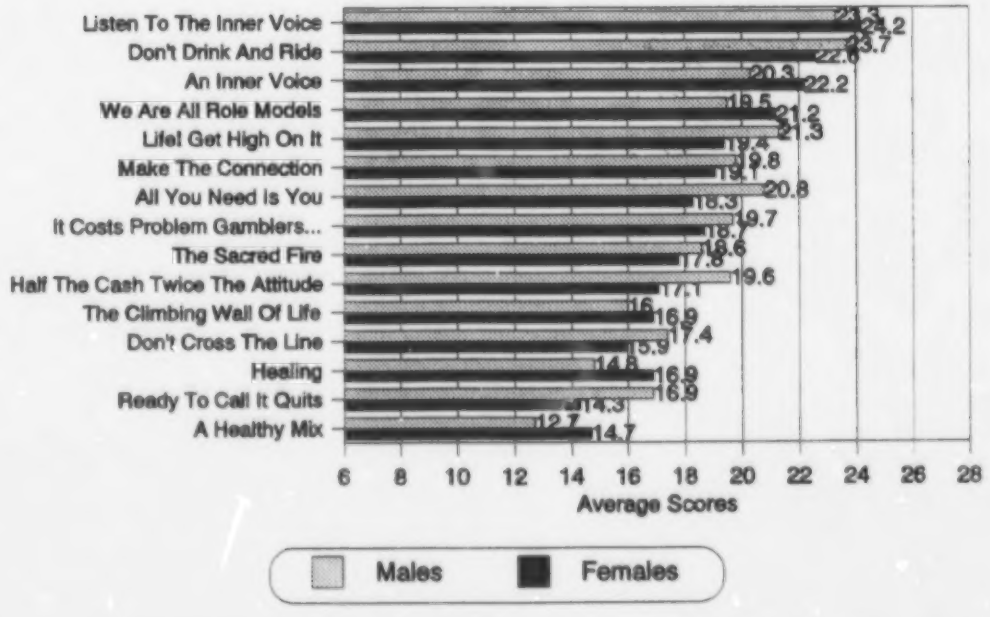


Figure 17) Global Evaluations Of The Rated Posters: By Gender



GLOBAL RATING OF POSTERS, BY AGE

AGE	N	Mean Rating	sd
"Ready To Call It Quits?" (Lung Association)			
<18	17	17.2	3.59
18-24	3	12.3	1.15
25-34	6	10.8	2.48
35-50	10	15.6	4.03
51+	5	13.8	4.55
"Make The Connection" (AFM)			
<18	16	18.4	4.56
18-24	3	18.0	5.57
25-34	5	18.2	3.70
35-50	8	21.4	4.98
51+	5	20.8	5.76
"Life! Get High On It" (AFM)			
<18	17	21.2	4.05
18-24	3	18.0	1.00
25-34	6	16.8	6.67
35-50	10	19.4	6.82
51+	5	21.6	4.77
"The Climbing Wall Of Life" (AADAC)			
<18	17	17.6	6.83
18-24	3	14.3	5.51
25-34	6	16.2	5.55
35-50	10	15.2	6.4
51+	5	17.8	6.5
"All You Need Is You!" (Health Canada)			
<18	17	20.2	5.04
18-24	3	16.7	4.04
25-34	6	17.5	4.81
35-50	10	18.1	6.49
51+	5	20.4	5.27

AGE	N	Mean Rating	sd
"Half The Cash Twice The Attitude" (AFM)			
<18	17	17.8	5.53
18-24	3	19.3	7.02
25-34	6	17.2	4.53
35-50	10	17.3	6.71
51+	5	19.0	3.81
"It Costs Problem Gamblers..." (AFM)			
<18	17	18.3	4.22
18-24	3	13.7	5.03
25-34	6	16.8	8.06
35-50	10	22.0	4.47
51+	5	21.0	4.74
"Don't Drink And Ride" (U.S. Safe Riders)			
<18	17	23.6	2.65
18-24	3	22.0	4.0
25-34	6	22.5	2.66
35-50	10	21.8	5.37
51+	5	23.8	2.59
"Don't Cross The Line" (Province of Manitoba)			
<18	17	15.2	3.41
18-24	3	21.7	4.16
25-34	6	16.3	3.39
35-50	10	17.5	5.89
51+	5	14.8	7.09
"An Inner Voice" (U.S. DHHS)			
<18	17	19.5	5.82
18-24	3	17.3	3.06
25-34	6	20.5	4.59
35-50	9	24.6	2.51
51+	5	22.2	1.64

AGE	N	Mean Rating	sd
"A Healthy Mix" (AFM)			
<18	17	15.1	4.79
18-24	3	9.0	1.0
25-34	6	14.3	4.76
35-50	10	13.5	5.32
51+	5	14.8	4.44
"Listen To The Inner Voice" (Manitoba Government)			
<18	17	22.9	3.90
18-24	3	25.0	2.65
25-34	6	23.2	2.71
35-50	10	25.2	2.53
51+	5	25.4	2.51
"The Sacred Fire" (NNADAP)			
<18	17	15.8	6.14
18-24	3	17.0	1.0
25-34	6	17.2	2.99
35-50	10	21.1	4.31
51+	5	21.4	3.91
"We Are All Role Models" (Health Canada)			
<18	17	19.0	5.27
18-24	3	19.0	3.46
25-34	6	20.8	3.37
35-50	10	23.1	4.58
51+	5	22.6	4.62
"Healing" (Native Role Model Series)			
<18	17	14.4	4.93
18-24	3	11.3	5.13
25-34	6	16.2	1.72
35-50	10	20.1	5.53
51+	5	18.2	3.56

APPENDIX ONE
SELECTED FREQUENCIES

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
1) "READY TO CALL IT QUITS?" LUNG ASSOCIATION

	Count	Col %
Colour		
Poor	8	17.4%
Only Fair	19	41.3%
Good	13	28.3%
Very Good	6	13.0%
Image		
Poor	6	13.0%
Only Fair	18	39.1%
Good	20	43.5%
Very Good	2	4.3%
Large Text		
Poor	18	39.1%
Only Fair	19	41.3%
Good	7	15.2%
Very Good	2	4.3%
Small Text		
Poor	14	30.4%
Only Fair	16	34.8%
Good	14	30.4%
Very Good	2	4.3%
Composition		
Poor	7	15.2%
Only Fair	20	43.5%
Good	14	30.4%
Very Good	5	10.9%
How Would You Rate This Poster, Overall?		
Poor	6	12.8%
Only Fair	26	55.3%
Good	12	25.5%
Very Good	3	6.4%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
2) "MAKE THE CONNECTION" AFM

	Count	Col %
Colour		
Poor	3	7.0%
Only Fair	10	23.3%
Good	17	39.5%
Very Good	13	30.2%
Image		
Poor	4	9.3%
Only Fair	10	23.3%
Good	16	37.2%
Very Good	13	30.2%
Large Text		
Poor	1	2.3%
Only Fair	11	25.6%
Good	19	44.2%
Very Good	12	27.9%
Small Text		
Poor	6	14.0%
Only Fair	13	30.2%
Good	16	37.2%
Very Good	8	18.6%
Composition		
Poor	1	2.3%
Only Fair	14	32.6%
Good	19	44.2%
Very Good	9	20.9%
How Would You Rate This Poster, Overall?		
Poor	1	2.3%
Only Fair	16	37.2%
Good	18	41.9%
Very Good	8	18.6%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
3) "LIFE! GET HIGH ON IT" MAAW

	Count	Col %
Colour		
Poor	2	4.3%
Only Fair	12	25.5%
Good	17	36.2%
Very Good	16	34.0%
Image		
Poor	3	6.4%
Only Fair	8	17.0%
Good	18	38.3%
Very Good	18	38.3%
Large Text		
Poor	3	6.4%
Only Fair	5	10.6%
Good	18	38.3%
Very Good	21	44.7%
Small Text		
Poor	11	23.4%
Only Fair	18	38.3%
Good	11	23.4%
Very Good	7	14.9%
Composition		
Poor	2	4.3%
Only Fair	10	21.3%
Good	25	53.2%
Very Good	10	21.3%
How Would You Rate This Poster, Overall?		
Poor	2	4.3%
Only Fair	11	23.4%
Good	21	44.7%
Very Good	13	27.7%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
4) "THE CLIMBING WALL OF LIFE" AADAC

	Count	Col %
Colour		
Poor	2	4.3%
Only Fair	13	27.7%
Good	17	36.2%
Very Good	15	31.9%
Image		
Poor	9	19.1%
Only Fair	12	25.5%
Good	12	25.5%
Very Good	14	29.8%
Large Text		
Poor	11	23.4%
Only Fair	12	25.5%
Good	13	27.7%
Very Good	11	23.4%
Small Text		
Poor	22	46.8%
Only Fair	9	19.1%
Good	10	21.3%
Very Good	6	12.8%
Composition		
Poor	7	14.9%
Only Fair	15	31.9%
Good	15	31.9%
Very Good	10	21.3%
How Would You Rate This Poster, Overall?		
Poor	8	17.0%
Only Fair	17	36.2%
Good	13	27.7%
Very Good	9	19.1%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
5) "ALL YOU NEED IS YOU!" HEALTH CANADA

	Count	Col %
Colour		
Poor	1	2.1%
Only Fair	13	27.7%
Good	19	40.4%
Very Good	14	29.8%
Image		
Poor	4	8.5%
Only Fair	13	27.7%
Good	14	29.8%
Very Good	16	34.0%
Large Text		
Poor	3	6.4%
Only Fair	4	8.5%
Good	19	40.4%
Very Good	21	44.7%
Small Text		
Poor	12	29.3%
Only Fair	10	24.4%
Good	14	34.1%
Very Good	5	12.2%
Composition		
Poor	3	6.5%
Only Fair	12	26.1%
Good	20	43.5%
Very Good	11	23.9%
How Would You Rate This Poster, Overall?		
Poor	3	6.4%
Only Fair	12	25.5%
Good	20	42.6%
Very Good	12	25.5%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
6) "HALF THE CASH TWICE THE ATTITUDE" AFM

	Count	Col %
Colour		
Poor	5	10.6%
Only Fair	11	23.4%
Good	15	31.9%
Very Good	16	34.0%
Image		
Poor	4	8.5%
Only Fair	21	44.7%
Good	15	31.9%
Very Good	7	14.9%
Large Text		
Poor	5	10.6%
Only Fair	13	27.7%
Good	18	38.3%
Very Good	11	23.4%
Small Text		
Poor	11	23.9%
Only Fair	12	26.1%
Good	16	34.8%
Very Good	7	15.2%
Composition		
Poor	5	10.6%
Only Fair	18	38.3%
Good	20	42.6%
Very Good	4	8.5%
How Would You Rate This Poster, Overall?		
Poor	5	10.6%
Only Fair	20	42.6%
Good	17	36.2%
Very Good	5	10.6%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
7) "IT COST MOST PROBLEM GAMBLERS AND THEIR FAMILIES..." AFM

	Count	Col %
Colour		
Poor	9	19.1%
Only Fair	13	27.7%
Good	17	36.2%
Very Good	8	17.0%
Image		
Poor	7	14.9%
Only Fair	16	34.0%
Good	15	31.9%
Very Good	9	19.1%
Large Text		
Poor	2	4.3%
Only Fair	6	12.8%
Good	19	40.4%
Very Good	20	42.6%
Small Text		
Poor	4	8.5%
Only Fair	10	21.3%
Good	19	40.4%
Very Good	14	29.8%
Composition		
Poor	4	8.5%
Only Fair	12	25.5%
Good	25	53.2%
Very Good	6	12.8%
How Would You Rate This Poster, Overall?		
Poor	4	8.5%
Only Fair	9	19.1%
Good	26	55.3%
Very Good	8	17.0%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
8) "DON'T DRINK AND RIDE" U.S. SAFE RIDERS

	Count	Col %
Colour		
Poor	2	4.3%
Only Fair	4	8.5%
Good	18	38.3%
Very Good	23	48.9%
Image		
Poor	2	4.3%
Only Fair	4	8.5%
Good	20	42.6%
Very Good	21	44.7%
Large Text		
Poor	1	2.1%
Good	10	21.3%
Very Good	36	76.6%
Small Text		
Poor	6	13.0%
Only Fair	3	6.5%
Good	19	41.3%
Very Good	18	39.1%
Composition		
Poor	1	2.1%
Only Fair	4	8.5%
Good	18	38.3%
Very Good	24	51.1%
How Would You Rate This Poster, Overall?		
Poor	1	2.1%
Only Fair	1	2.1%
Good	24	51.1%
Very Good	21	44.7%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
9) "DON'T CROSS THE LINE" PROVINCE OF MANITOBA

	Count	Col %
Colour		
Poor	19	40.4%
Only Fair	17	36.2%
Good	8	17.0%
Very Good	3	6.4%
Image		
Poor	13	27.7%
Only Fair	24	51.1%
Good	6	12.8%
Very Good	4	8.5%
Large Text		
Poor	2	4.3%
Only Fair	8	17.0%
Good	22	46.8%
Very Good	15	31.9%
Small Text		
Poor	4	8.5%
Only Fair	15	31.9%
Good	17	36.2%
Very Good	11	23.4%
Composition		
Poor	8	17.0%
Only Fair	18	38.3%
Good	16	34.0%
Very Good	5	10.6%
How Would You Rate This Poster, Overall?		
Poor	6	12.8%
Only Fair	23	48.9%
Good	13	27.7%
Very Good	5	10.6%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
10)"AN INNER VOICE" U.S. DHHS

	Count	Col %
Colour		
Poor	2	4.3%
Only Fair	6	13.0%
Good	15	32.6%
Very Good	23	50.0%
Image		
Poor	1	2.2%
Only Fair	7	15.2%
Good	15	32.6%
Very Good	23	50.0%
Large Text		
Poor	3	6.5%
Only Fair	12	26.1%
Good	15	32.6%
Very Good	16	34.8%
Small Text		
Poor	7	15.2%
Only Fair	10	21.7%
Good	19	41.3%
Very Good	10	21.7%
Composition		
Poor	2	4.3%
Only Fair	9	19.6%
Good	23	50.0%
Very Good	12	26.1%
How Would You Rate This Poster, Overall?		
Poor	2	4.3%
Only Fair	7	15.2%
Good	24	52.2%
Very Good	13	28.3%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
11) "A HEALTHY MIX" AFM

	Count	Col %
Colour		
Poor	13	27.7%
Only Fair	14	29.8%
Good	15	31.9%
Very Good	5	10.6%
Image		
Poor	12	25.5%
Only Fair	19	40.4%
Good	13	27.7%
Very Good	3	6.4%
Large Text		
Poor	9	19.1%
Only Fair	22	46.8%
Good	14	29.8%
Very Good	2	4.3%
Small Text		
Poor	16	34.0%
Only Fair	20	42.6%
Good	7	14.9%
Very Good	4	8.5%
Composition		
Poor	11	23.4%
Only Fair	17	36.2%
Good	17	36.2%
Very Good	2	4.3%
How Would You Rate This Poster, Overall?		
Poor	9	19.1%
Only Fair	23	48.9%
Good	13	27.7%
Very Good	2	4.3%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
12)"LISTEN TO THE INNER VOICE" MANITOBA GOVERNMENT

	Count	Col %
Colour		
Only Fair	6	12.8%
Good	22	46.8%
Very Good	19	40.4%
Image		
Only Fair	2	4.3%
Good	17	36.2%
Very Good	28	59.6%
Large Text		
Only Fair	2	4.3%
Good	19	40.4%
Very Good	26	55.3%
Small Text		
Poor	2	4.3%
Only Fair	8	17.0%
Good	17	36.2%
Very Good	20	42.6%
Composition		
Only Fair	3	6.4%
Good	18	38.3%
Very Good	26	55.3%
How Would You Rate This Poster, Overall?		
Only Fair	3	6.4%
Good	16	34.0%
Very Good	28	59.6%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
13) "THE SACRED FIRE" NNADAP

	Count	Col %
Colour		
Poor	3	6.4%
Only Fair	5	10.6%
Good	15	31.9%
Very Good	24	51.1%
Image		
Poor	4	8.5%
Only Fair	6	12.8%
Good	16	34.0%
Very Good	21	44.7%
Large Text		
Poor	8	17.0%
Only Fair	9	19.1%
Good	17	36.2%
Very Good	13	27.7%
Small Text		
Poor	18	38.3%
Only Fair	14	29.8%
Good	13	27.7%
Very Good	2	4.3%
Composition		
Poor	7	14.9%
Only Fair	14	29.8%
Good	16	34.0%
Very Good	10	21.3%
How Would You Rate This Poster, Overall?		
Poor	5	10.6%
Only Fair	19	40.4%
Good	17	36.2%
Very Good	6	12.8%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
14) "WE ARE ALL ROLE MODELS" HEALTH CANADA

	Count	Col %
Colour		
Poor	1	2.1%
Only Fair	9	19.1%
Good	18	38.3%
Very Good	19	40.4%
Image		
Poor	1	2.1%
Only Fair	11	23.4%
Good	21	44.7%
Very Good	14	29.8%
Large Text		
Poor	3	6.4%
Only Fair	3	6.4%
Good	19	40.4%
Very Good	22	46.8%
Small Text		
Poor	7	14.9%
Only Fair	9	19.1%
Good	18	38.3%
Very Good	13	27.7%
Composition		
Poor	1	2.1%
Only Fair	10	21.3%
Good	24	51.1%
Very Good	12	25.5%
How Would You Rate This Poster, Overall?		
Poor	2	4.3%
Only Fair	11	23.4%
Good	21	44.7%
Very Good	13	27.7%

FREQUENCY TABLES: EVALUATING POSTER ATTRIBUTES
15) "HEALING" NATIVE ROLE MODEL SERIES

	Count	Col %
Colour		
Poor	3	6.4%
Only Fair	4	8.5%
Good	18	38.3%
Very Good	22	46.8%
Image		
Poor	7	14.9%
Only Fair	8	17.0%
Good	16	34.0%
Very Good	16	34.0%
Large Text		
Poor	10	21.3%
Only Fair	12	25.5%
Good	18	38.3%
Very Good	7	14.9%
Small Text		
Poor	26	55.3%
Only Fair	12	25.5%
Good	5	10.6%
Very Good	4	8.5%
Composition		
Poor	12	25.5%
Only Fair	16	34.0%
Good	13	27.7%
Very Good	6	12.8%
How Would You Rate This Poster, Overall?		
Poor	11	23.4%
Only Fair	16	34.0%
Good	17	36.2%
Very Good	3	6.4%

APPENDIX TWO
QUESTIONNAIRE
(Adapted For This Report)

MAAW COMMUNITY CONSULT: POSTER EVALUATION

Poster Number	Would You Give This Poster A Second Look?	At First Glance, Is This Poster's Message *Very* Clear?	If '*NO*,' Is The Message Clearer After Reading It?	Is This Poster Interesting Enough To Make You Want To Read It?	Which **Age Group(s)** Is This Poster Aimed At? (Please Fill-In *ALL* That Apply.)	Which **Gender** Is This Poster Aimed At? (*One Response* Only, Please.)	Please Evaluate This Poster Regarding The Following Points. (1="Poor"; 2="Only Fair"; 3="Good"; and 4="Very Good.")					How Would You Rate This Poster, Overall? (Using This Same Scale)	Is It Obvious Who This Poster's Sponsor(s) Is/Are?
							Colour	Image	Large Text	Small Text	Composition		
1	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
2	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
3	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
4	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
5	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
6	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
7	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
8	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N

12352

(ORIGINAL 8.5" x 14", REFORMATTED TO 8.5" X 11" FOR THIS APPENDIX)

Poster Number	Would You Give This Poster A Second Look?	At First Glance, Is This Poster's Message *Very* Clear?	If '*NO*,' Is The Message Clearer After Reading It?	Is This Poster Interesting Enough To Make You Want To Read It?	Which **Age Group(s)** Is This Poster Aimed At? (Please Fill-In *ALL* That Apply.)	Which **Gender** Is This Poster Aimed At? (*One Response* Only, Please.)	Please Evaluate This Poster Regarding The Following Points. (1="Poor"; 2="Only Fair"; 3="Good"; and 4="Very Good.")					How Would You Rate This Poster, Overall? (Using This Same Scale)	Is It Obvious Who This Poster's Sponsor(s) Is/Are?
							Colour	Image	Large Text	Small Text	Composition		
9	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
10	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
11	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
12	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
13	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
14	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N
15	O Y O N	O Y O N	O Y O N	O Y O N	O <10 O 18-24 O 10-13 O 25-55 O 14-17 O 56+	O Mostly Males O Mostly Females O Both Equally	☐	☐	☐	☐	☐	☐	O Y O N

16) How important do you believe it is that POSTER SPONSORS be included on the poster?
O Very Important (Should Be Prominent) O Somewhat Important (Not Too Prominent) O Not Very Important (Unnecessary) O Not Important At All (Should Be Left Off Poster)

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17) What is your **Gender**?
O Female
O Male

18) What is your **Age**? O <18 Years O 18-24 Years O 25-34 Years O 35-50 Years O 51-64 Years O 65+ Years

19) What is your **PRIMARY** Affiliation? (*ONE Response Only Please.*)
O Teacher O Student O EAP O Health Care O Armed Forces O TADD/MADD O Business Sector O First Nation O AFM O Other: